

AS/A2 Business Studies

Aims of the syllabus

- To understand and appreciate the nature and scope of business and its role in society
- To develop critical understanding of organisations and the markets they serve
- To be aware of the range of stakeholders who have an interest in the business, including customers, managers, owners/shareholders and employees
- To be aware of the economic, environmental, ethical, governmental, legal, social and technological issues associated with business activity
- To develop skills in:
 1. Decision making and problem solving
 2. The quantification and management of information
 3. Effective communication

Entrance Requirements

GCSE 'C' grades in Maths and English

It is not essential to have GCSE Business Studies but it does give a solid base from which to build. The course requires a disciplined approach to learning and covers all aspects of business life. It is therefore essential that you have a keen interest in world affairs.

Scheme of Assessment

The examination board is the University of Cambridge and 2 papers are taken for AS and 1 paper for A2.

AS (core syllabus)

Paper 1: Short answer & Essay 1h 15 minutes

Paper 2: Data response 1h 30 minutes

A2 (core syllabus covered at AS level plus A2 topics)

Paper 3: Case Study 3h

There is no coursework for A level of AS level.

Areas covered in the course

AS Units

Business and the Environment

- Enterprise and Economic Structure
- Business structures – Sole traders, Partnerships, Limited Companies, Franchising
- Size of business
- Business objectives
- Stakeholders in Business

People in Organisations

- Leadership & management
- Motivation of people
- Human resource management

Marketing

- Definition
- Market research
- The Marketing mix

Operations and project Management

- The nature of production
- Production planning
- Inventory and Stock Management

Business Finance and Accounts

- The need for finance
- Sources of finance
- Managing cash flow and working capital
- Business costs
- The fundamentals of accounts

A2 Units

Business and the Environment

- Business Structures – privatisation
- Size of Business
- External influences on business activity – Government policies, Legislation, Social changes, Technology

People in Organisations

- Organisational structure – accountability, centralisation
- Business communication – formal & informal networks
- Human resource management – Labour legislation, health & safety, motivation

Marketing

- Market objectives and strategy
- Marketing planning
- Globalisation and International Marketing

Operations and Project Management

- Production planning
- Capacity utilisation
- Lean production and Quality management
- Project management

Business Finance and accounts

- Costing Analysis
- Budgeting
- Content of published accounts
- Analysis of published accounts
- Investment appraisal

Strategic Management

- What is strategic management – Analysing the market, Decision making tools
- Strategic options and analysis – Implementing strategy

Attendance and Commitment

Attendance is an important factor of success and demonstrates commitment to the course. If dedication is found to be lacking then the Head of Sixth Form may reassess the student's continued place on the course. The reading of newspapers, watching the news and interrogating the Internet for recent business events is an integral part of the course.

For more information speak to:

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