

# A-LEVEL BUSINESS STUDIES

## A/S (YEAR 1)

### Course Benefits

The AQA Advanced Subsidiary (AS) in Business Studies provides a smooth transition from GCSE Business Studies, although this is not prerequisite for studying AS Level Business Studies. No prior learning is necessary for candidates to undertake this course of study. The course starts in September 2006.

The course specification lays an appropriate foundation for further study of Business Studies or related subjects in higher education. In addition, it provides a worthwhile course for candidates from diverse backgrounds in terms of general education and lifelong learning. Equally, material studied would be useful for candidates intending to pursue careers in any area of business.

On completion of the one-year AS Level course, students may choose to continue their studies further for one year on the Advanced Level (A Level) in Business Studies course.

### Aims

The AS Level Business Studies course encourages candidates to:

- develop a critical understanding of organisations, the markets they serve and the process of adding value. This should involve consideration of the internal workings and management of organisations and, in particular, the process of decision-making in a dynamic external environment;
- be aware that business behaviour can be studied from the perspectives of a range of stakeholders including customers, managers, creditors, owners/shareholders and employees. In addition, candidates should be aware of the economic, environmental, ethical, governmental, legal, social and technological issues associated with business activity. Candidates should understand that Business Studies draws on a variety of disciplines and that these perspectives and disciplines are interrelated;
- acquire a range of skills, including decision-making and problem-solving in the light of evaluation and, where appropriate, the quantification and management of information;
- be aware of the current structure of business and business practice, as reflected in events and issues affecting organisations in different sectors and environments, recognising that they face varying degrees of competition. These organisations include: large and small; manufacturing and service; local, regional, national and multinational; profit-making and non profit-making.

## **Syllabus**

The AS Level Business Studies course has three modules:

AS Module 1 – Marketing and Accounting and Finance:

Topics include: • Market Analysis • Marketing Strategy • Marketing Planning • Classification of Costs • Profit, Contribution and Break-even Analysis • Company Accounts • Budgeting • Cost Centres and Profit Centres.

AS Module 2 – People and Operations Management:

Topics include: • Management Structure and Organisation • Motivation • Human Resource Management • Productive Efficiency • Controlling Operations • Lean Production.

AS Module 3 – External influences and Objectives and Strategy:

Topics include: • Economic • Governmental • Social and Other Opportunities and Constraints • Starting a Small Firm • Business Objectives • Business Strategy.

## **Examinations**

The AQA (Assessment and Qualifications Alliance) AS Examination 5131 consists of three units:

Unit 1 consists of two compulsory stimulus response questions on AS Module 1.

Unit 2 consists of a number of compulsory questions based on a pre-released case study on AS Module 2

Unit 3 consists of a number of compulsory questions based on a pre-released case study on AS Module 3

Students sit all three units in June 2007. Successful completion leads to the Advanced Subsidiary Award 5131.

Students progressing to the Advanced Level in Business Studies may have a second attempt at any of the three units in June 2008.

## A2 (YEAR 2)

### Course Benefits

The AQA Advanced (A Level) in Business Studies provides a study at a higher level for those students who have successfully passed the AS in Business Studies the year before. The course starts in September 2006.

The course specification lays an appropriate foundation for further study of Business Studies or related subjects in higher education. In addition, it provides a worthwhile course for candidates from diverse backgrounds in terms of general education and lifelong learning. Equally, material studied would be useful for candidates intending to pursue careers in any area of business.

### Aims

The A Level course aims to further develop higher level skills and extends beyond the AS in terms of breadth and depth of knowledge and understanding. The course encourages candidates to:

- develop a critical understanding of organisations, the markets they serve and the process of adding value. This should involve consideration of the internal workings and management of organisations and, in particular, the process of decision-making in a dynamic external environment;
- be aware that business behaviour can be studied from the perspectives of a range of stakeholders including customers, managers, creditors, owners/shareholders and employees. In addition, candidates should be aware of the economic, environmental, ethical, governmental, legal, social and technological issues associated with business activity. Candidates should understand that Business Studies draws on a variety of disciplines and that these perspectives and disciplines are interrelated;
- acquire a range of skills, including decision-making and problem-solving in the light of evaluation and, where appropriate, the quantification and management of information;
- be aware of the current structure of business and business practice, as reflected in events and issues affecting organisations in different sectors and environments, recognising that they face varying degrees of competition. These organisations include: large and small; manufacturing and service; local, regional, national and multinational; profit-making and non profit-making.

### Syllabus

The A Level Business Studies course has three modules:

A2 Module 4 – Marketing and Accounting and Finance:

Topics include: • Market Analysis • Marketing Strategy • Marketing Planning • Company Accounts • Ratio Analysis • Contribution and Break-even Analysis • Investment Decision making

A2 Module 5 – People and Operations Management:

Topics include: • Communication • Employer/Employee Relations • Human Resource Management • Productive Efficiency • Controlling Operations • Facilities.

A2 Module 6 – External influences and Objectives and Strategy:

Topics include: • Economic • Governmental • Social and Other Opportunities and Constraints • Impact on Firms of a change in Size • Business Objectives • Business Strategy.

### Examinations

The AQA (Assessment and Qualifying Alliance) A2 Examination 6131 consists of three units:

Unit 4 consists of a Business Decision-making Case Study on A2 Modules 4 and 5

Unit 5W consists of a Business Report and Essay on any of the three A2 Modules 4, 5 and 6

Unit 6 consists of a Case Study on A2 Module 6.

Students sit all three units in June 2007. Successful completion of these three A2 units, together with successful completion of the three AS units, leads to the Advanced Level Award 6131.