



| | |
|---|--|
| A LEVEL EDUQAS A510QS | <h1>BUSINESS</h1> |
| SPECIFIC ENTRY REQUIREMENTS | It is not essential that the subject has been studied at GCSE. However, if studied at GCSE, then a grade 4 or above should have been achieved. |
| COURSE CONTENT | <p>A-Level business considers real-life businesses and the way in which accepted business theory relates to their operation. Students will investigate start-up businesses, small and medium enterprises and multinational corporations.</p> <p>Component One: business opportunities and functions Learners will need to study the content areas below: enterprise; business plans; markets; market research; business structure; business location; business finance; business revenue and costs; marketing; finance; people in organisations (human resources); operations management.</p> <p>Component Two: business analysis and strategy Learners will need to study the content areas below: data analysis; market analysis; sales forecasting; analysing financial performance; analysing non-financial performance; aims and objectives; strategy and implementation; decision-making models; investment appraisal; special orders.</p> <p>Component Three: business in a changing world Learners will need to study the content areas below: change; risk management; pest factors; ethical, legal and environmental factors; international trade; globalisation; the European Union.</p> |
| EXAMINATIONS AND ASSESSMENTS | 3 exams in Year 13. |
| SKILLS, LINKS AND PROGRESSION | <p>Business is an A Level course which combines well with many other subject areas. It is also a popular course for progression to university and for working life. It enables students to keep careers options open and the skills developed are widely recognised by employers. Typical students of the subject will be interested in the world around them, will have an awareness of how businesses operate and be prepared to look at all aspects of the world of work and business in general. Students will be expected to take part in project work, class discussions, presentations, games and active learning. Students have the opportunity to run their own business through the Tycoon in Schools challenge and to further understand the business world through a business trip to Brussels.</p> |
| CONTACT | Head of Business: Mrs D Duguid dianeduguid@keswick.cumbria.sch.uk |