

# Business



## Introduction

Business is front-page news. The way companies operate is under greater scrutiny than ever before, while TV programmes like *The Apprentice* and *Dragon's Den* have raised the profile of Business to a new generation. This course is designed to use real world business case studies to enable students to engage with, explore and understand business behaviour and develop a critical understanding of what business is and does.

## Who is this course for?

The course is designed for students who:

- are interested in the world of business and current affairs
- wish to learn essential business skills
- develop analytical thinking and problem solving
- build a solid foundation of business theory and transferable skills useful across a broad range of careers.

## Course Content

Year 1 includes the following topics:

1. What is a business?
2. Managers, leadership and decision making.
3. Decision making to improve marketing performance.
4. Decision making to improve operational performance.
5. Decision making to improve financial performance.
6. Decision making to improve human resource performance.

Year 2 includes the following topics:

7. Analysing the strategic position of a business.
8. Choosing strategic direction.
9. Strategic methods: how to pursue strategies.
10. Managing strategic change

## Assessment

The A Level is a linear course and is assessed by three 2 hour written exams at the end of two years.

Paper 1: Multiple-choice questions, short answer and two essays.

Paper 2: Three compulsory data response questions.

Paper 3: One compulsory case study consisting of six questions.

## Progression

Ideal for students interested in business related careers such as marketing, human resources, finance, retail or general management. It is a useful preparation for the world of work or as a route into a broad range of university courses.