

Business Studies

A Level

Head of Department: J Hamilton

Exam Board: Pearson



What is the course about?

Business is a dynamic subject. You will learn about the diverse nature of business enterprise and the interdependence of the various parts of the business world. You will explore business success and business failure, investigate local, national and global business markets, and understand how businesses need to adapt and respond strategically to the changing environment in which they operate to survive and grow. This constant evolutionary process makes business a fascinating subject

What will I study in the first year?

In Theme 1 and Theme 2 you will learn about how businesses work. You will be introduced to the marketing and people functions before investigating entrepreneurs and business start-ups. You will also explore how business finance and operations work, and understand the impact of external influences.

What will I study in the second year?

Theme 3 and Theme 4 move from functions to strategy. You will explore influences on business strategy and decision-making, and understand how businesses mitigate risk and uncertainty. You will also explore global business and the opportunities and issues facing businesses in today's global world.

How is the course assessed?

Assessment is 100% exam.

What skills will I develop in this course?

Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.

What does this subject offer for higher education and future careers?

Many students progress from this qualification to higher education courses such as business management, business administration, accountancy and finance, human resource management, marketing, retail management, tourism management and international business.

This subject is considered a competitive one in terms of university entrance. It attracts a lot of applicants for university as it combines the academic, creative and analytical skills which are so valued in many careers. The skills are transferable to a range of disciplines and careers, including Publishing, Journalism, Psychology, Law, Advertising and Marketing.