



A level Business Studies

Who is this course for?

Anyone with an interest in how businesses operate. As consumers we should all know the way businesses produce and supply goods and services that we all use. You may be interested in running your own business in the future and this course provides a solid foundation for such a venture. You may wish to pursue a career in business management and there are many well-known organisations in retail and manufacturing which offer training programmes leading to recognised qualifications. You may wish to study a business-related course at university and A level business studies would be a valuable entry qualification.

What are the entry criteria?

Please note we have not decided on entry criteria yet. Will advise after half term

The Law, Business and Accounts department at Wyke Sixth Form College

AS and A Level Business Studies belong to the department of "Law, Business and Accounts", one of the largest departments in the college. Many of our courses are graded as outstanding.

The department team is

Brian Johnstone (Head of Department and teacher of AS and A2 Law)

Mark Urding (teacher of AS and A2 Law and BTEC Applied Law)

Nicola Baker (teacher of AS and A2 Accounting)

Elizabeth Blakey (Course Leader of vocational Business courses, teacher of AS and A2 Business, BTEC Level 3 Subsidiary Certificate and Diploma in Business, BTEC Level 2 First Diploma in Business)

Gill Blyth (teacher of AS/A2 Economics, AS Business, BTEC level 2 first Diploma in Business, BTEC Level 3 Subsidiary Certificate and Diploma in Business)

Paul Rhynehart (teacher of AS and A2 Business, AS and A2 Economics, BTEC level 3 Subsidiary Certificate and Diploma in Business)

AS and A2 Business Studies have a dedicated teaching room in the Wilson building. All students have access to an up to date AS and A2 textbook along with printed notes, practice examination questions, past paper booklets and a wide range of hand out materials. Our Moodle presence is to be expanded.

Exam Board

At Wyke we use the AQA specification.

Course Details

AS (Y12)

Unit 1 – Planning & financing a business

- **Starting a business** –an introduction to the scope of Business Studies within the context of starting a new business and the range of activities involved in setting up a small business.
- **Financial planning** - key financial concepts essential for the planning of small businesses. Students will be expected to carry out calculations and to be able to interpret their results.

Unit 2 - Managing a business

- **Finance** - the importance of the management of finance, financial measures that can be used to indicate how well a business is managed and actions that can be taken to improve financial performance. Students will be expected to carry out calculations and to be able to interpret their results. This section builds upon 'Financial Planning' in Unit one.
- **People in business** - the issues that managers face in relation to managing the human element to make a business more effective.
- **Operations management** - the importance of operational decisions in managing a business in tertiary, secondary and primary sectors. Students should understand how operations management can help a business to be more effective, and the role that can be played in this by technology.
- **Marketing and the competitive environment** the importance of marketing to businesses and issues affecting their competitiveness. The study of marketing at AS Level should focus on using the results of market research and developing an appropriate and integrated marketing mix.

A2 (Y13)

Unit 3 Strategies for Success

- **Functional Objectives and Strategies** - This section introduces candidates to functional objectives and strategies, and examines their appropriateness in the context of corporate objectives.
- **Financial Strategies and Accounts** - This section examines the financial objectives of larger businesses, the ways in which financial performance might be measured and the strategies they may deploy.

- **Marketing Strategies** - This section considers the development of marketing strategies for larger businesses through a scientific approach to decision making.
- **Operational Strategies** - This section considers the operational objectives and strategies that a business may use to achieve success in its particular market.
- **Human Resource Strategies** - This section considers the strategies available to businesses in managing their human resources.

Unit 4 The Business Environment and Managing Change

- **Corporate Aims and Objectives** - This section considers what the organisation is attempting to achieve, and how this helps to determine its strategies.
- **Assessing Changes in the Business Environment** - This section examines the relationships between organisations and their external environment.
- **Managing Change** - Organisations operate in a changing environment and change creates opportunities and threats.

Departmental Enrichment

In studying A level Business Studies it is very important to gain as wide an experience of Business in action as you can. The Business Studies team, alongside other subjects in the Business and Law department, believe that we should open students to a wide a range of enrichment activities designed to further your appreciation of the subject.

In 2012-13 we will be investigating a range of local and national businesses. We also hope to take students on revision workshops and continue to run the successful overseas visit to Disneyland Paris.



Recent visit as part of the Summer term activities.

Student success

With excellent pass-rates (100% at A2), the department has helped many students achieve excellent grades above their own expectations and move on to further and higher education.

What does this course lead to?

A Level Business Studies can lead to a wide range of career options as the course will develop your skills of analysis and problem solving.

Students who go on to study Business Studies at university often chose to specialise in Marketing, Finance, IT or Human Resources.

Having an A Level in Business Studies will put you in great stead for a huge range of careers, as it is a great qualification to have. Our students progress to enjoy careers in numerous professions including marketing and advertising, retail management, public relations, teaching, recruitment, sales and distribution.

What can I do now that would help prepare me for this course?

The start of A Level Business Studies is always challenging, the course is about gaining a broad understanding of business and being able to study selected areas in more depth. You will find taking an interest in the news and current affairs by watching the news and reading the newspapers will aid the transition from GCSE.

Students also find watching TV programmes on current affairs and entrepreneurial programmes like Dragons Den and the Apprentice as well as regularly reading the business section of a quality newspaper acts as an introduction to the world of business.