

# Business Studies – Key Stage Five

## Applied A level Business

### What does the course involve?

Studying Business gives students an excellent insight into the business world around them, and how businesses affect our lives and how all businesses are affected by external factors.

To achieve the A level students need to complete 6 units over 2 years in a range of Business topics including:

- **Unit 1 Investigating business** - this unit explores the organisational and financial structure of business, students learn how companies develop and how they must adapt to the economic changes that they face
- **Unit 2 Customer service** - here students learn about the importance of good customer service and the fundamentals of how to plan, implement and monitor standards of service.
- **Unit 3 Finance for business** - this unit gives students the chance to analyse the financial performance of businesses
- **Unit 8 Business Planning** – this unit gives students the opportunity to develop business plans for a business of their choice from coming up with the idea to producing cash flow forecasts and marketing plans

2 of the units are externally assessed and 4 are coursework to be completed after visiting or investigating businesses

There is a range of optional units that cover topics such as:

- Marketing and promotion
- Human Resource Management
- The external environment

### What is the assessment process?

Applied A level business is split into units with 3 taken in AS and a further 3 taken at A2. There are 4 Core units that have to be taken over the 2 years

All units are assessed by awarding grades A\* to E depending upon the quality of the coursework produced, or the external examination for any of the units, all work is assessed internally.

### Why choose Business?

Whatever route a student takes after sixth form they will ultimately find themselves seeking employment in some kind of Business. The knowledge and skills that this course provides will enable them to understand how the organisation works and how they play a part in its development.

Business news often dominates the media and this course will enable students to gain valuable insights into the economic and financial world that affects businesses. It will also give them a greater understanding of how businesses work, how they make decisions and why they make them.

The course is varied and stimulating and gives students the opportunity to see how real businesses operate with a range of visits to local and national businesses so that the knowledge of the classroom can be seen in action.