

Business

A level

What is the course about?

Fancy yourself at the head of a successful business? Got some great ideas for a new product or services? or maybe you want to work for a large company working in marketing or management. No matter what your vision, this course gives you an incredibly powerful start to launch you on to becoming a successful business person. Maybe you could be giving Richard Branson a run for his money in the future!

Of course not everyone wants to work for a global corporation. A lot of people prefer small businesses offering an individual service, or setting up their own business and working for themselves. Whether you are selling homemade products or starting your own e-company, you still need to know how to get your products to market, how to price them, how to promote them and how to get paid.

Key content Areas

This course will give you an insight in to the dynamic world of business. You will learn about how businesses operate in today's society. You will investigate the problems real businesses are facing and use your initiative to develop possible solutions. You will learn about the role of different functional areas, such as marketing, operations, human resources, finance, business objectives and the external environment.

How will I be assessed?

The course uses four main assessment objectives; knowledge, application, analysis and evaluation. These skills will be tested in externally assessed written test papers. These will contain a wide range of question types including multiple choice, short answer and extended writing.


What could I go on to do at the end of my course?

This course is an excellent base for a university degree in many subjects. Careers with a business degree are diverse and have high earnings potential. You will also be able to progress straight in to employment.


Studying business will support you in the development of your business ideas, becoming an entrepreneur and, working towards towards securing the benefits of running your own business.



What if I need further advice or information?

 Speak to a member of the department

 business@wootton.beds.sch.uk

 <http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-studies-2130>

