

## A Level Subject Information

**Subject: Business Studies**

**What the subject is about:**

At A/S /A2 Level, pupils are introduced to the challenges and issues of starting a business, including financial planning. They then explore the key internal functions of business and how the management of these functions can assist in improving the effectiveness and performance of a business.

**Course content and assessment schedule:**

Paper	Duration	Season when first taken	Brief outline of main content. (Identify where coursework or practical forms part or all of a module)
1	1.5 hrs	Winter Yr. 13	<b>Starting a Business</b> -The challenges and issues of starting a business; enterprise and entrepreneurs. <b>Financial Planning</b> -Key financial concepts needed to start a business including sources of start up finance, planning cash flow, contribution and break even.
2	1.5hrs	Summer Yr. 13	<b>People</b> – Communication, motivation, recruitment and HR planning. <b>Operations Management</b> - adding value, quality and customer service. <b>Finance</b> - improving cash flow, measuring profit and improving profitability <b>Marketing and Competition</b> - planning, 4 'P's and analysing the competitive environment.
3	1hr 45 mins	Winter	<b>Functional Objectives and Strategies</b> <b>Financial Strategies and Accounts</b> – Financial objectives, balance sheets, income statements, ratio analysis, Investment Appraisal <b>Marketing Strategies</b> – Marketing objectives, market analysis, marketing strategies, marketing plans <b>Operational Strategies</b> – Operational objectives, economies of scale, innovation, location, lean production <b>Human Resource Strategies</b> – HR objectives, workforce plans, organisational structures, employee/employer relations
4	1hrs 45 mins	Summer	<b>Corporate Aims and Objectives</b> <b>Assessing changes in the Business Environment</b> – Macroeconomics, Government and legislation, social environment and ethics, technological change, competitive environment <b>Managing Change</b> – Causes of change, planning for change, leadership, culture, decision-making

**Entry requirements:**

Compulsory GCSE subjects	Grade	Desirable subjects	Grade
		Business Studies	B
		English	B
		Mathematics	B

**Qualities / skills needed to succeed in the course**

- The ability to analyse and interpret financial information in different forms (for example, accounting statements, reports, tables, graphs and charts).
- The ability to use financial and non financial information as aids to decision-making.
- The ability to distinguish fact from opinion.
- The ability to analyse problems, issues and situations.
- The ability to write reports for different user groups.