

KS5 Business

The A level courses provide students with access to a broad range of business knowledge through real businesses case studies and current news examples. Students will sit AQA A Level Business at the end of year 13 or an AS option. The course is delivered by starting with the nature and purpose of Business to provide a foundation for students who may not have studied the subject at GCSE. The topics are broadly independent of each other throughout the course.

Year 12

1. The nature and purpose of business
2. Managers, Leadership and decision making
3. Decision making to improve marketing performance
4. Decision making to improve operational performance
5. Decision making to improve financial performance
6. Decision making to improve human resource performance

Year 13

1. Analysing the strategic position of a business internally and through the external environment
2. Analysing investment appraisal
3. Choosing strategic direction on which markets to compete in and what products to offer
4. How to pursue strategies and assessing; a change in scale, innovation, internalisation and greater use of technology
5. Managing strategic change through the organisational culture and strategic implementation
6. The problems with strategy and why it fails.