

A' Level Business

(AQA)
Course Outline





What will I learn in A' Level Business?

- the importance of the context of business in relation to decision making
- the interrelated nature of business activities and how they affect competitiveness
- the competitive environment and the markets in which businesses operate
- the influences on functional decisions and plans including ethical and environmental issues
- the factors that might determine whether a decision is successful eg the quality of data and the degree of uncertainty
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- how technology is changing the way decisions are made and how businesses operate and compete
- the impact on stakeholders of functional decisions and their response to such decisions
- use of non-quantitative and quantitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages).



What topics will I be studying?

Year 12

- 1 What is 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

- 7 Analysing the strategic position of a business
- 8 Choosing strategic direction
- 9 Strategic methods: how to pursue strategies
- 10 Managing strategic change



How will I be assessed?

Exam Paper 1: Business 1

- written exam: 2 hours
- 100 marks in total
- 33.3% of A-level

Questions

Three compulsory sections:

- Section A has 15 multiple choice questions (MCQs) worth 15 marks.
- Section B has short answer questions worth 35 marks.
- Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.



How will I be assessed?

Exam Paper 2: Business 2

- written exam: 2 hours
- 100 marks in total
- 33.3% of A-level

Questions

Three data response compulsory questions worth approximately 33 marks each and made up of three or four part question



How will I be assessed?

Exam Paper 3: Business 3

- written exam: 2 hours
- 100 marks in total
- 33.3% of A-level

Questions

One compulsory case study followed by approximately six questions



Exams

- All 3 exam papers taken at the end of year 13
- All 3 exam papers assess you on all year 12 and 13 content



What will be expected of me?

- I will try my hardest
- I will meet deadlines set for homework
 - If you fail to do so it has consequences
- You will ask for help if needed and be willing to take it
- You will take advice, and treat your teachers with respect



Extra Curricular

Business Lunch

Dragons' Apprentice Challenge

Business/Economics Trip to Brussels



Text Book

AQA Business by [Ian Marcouse](#), [Nigel Watson](#), [Andrew Hammond](#)

ISBN-13: 978-1471835698

https://www.amazon.co.uk/AQA-Business-Level-Marcous%C3%A9-Marcouse/dp/1471835693/ref=lp_10982113031_1_2?s=books&ie=UTF8&qid=1592767453&sr=1-2