



Business (AQA)

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Businesses impact on our day to day lives. They supply the goods and services we buy, provide employment for millions of people and even deliver many public services such as refuse collection and care for the elderly. To the untrained eye, businesses can appear to behave in slightly peculiar ways. Why have Cadburys decided to pay more for Fair Trade cocoa beans? Why have Apple released two versions of the same phone? Why has Hotel Chocolate opened a second 'bricks and mortar' outlet in Manchester when e-commerce is becoming more popular? The answers to these questions will provide an insight to the strategies of some of the most successful organisations in the world. A level Business Studies is not only a qualification; it's a handbook for anyone thinking of entering the complex world of commerce.

Content and Assessment

This course is assessed by three papers taken at the end of Year 13:

Business 1 (33% 2 hours 100 marks)

The exam is split into three sections: Section A contains 15 multiple choice questions, Section B comprises short answer questions worth 35 marks and Section C requires 2 essays worth 25 marks each.

Business 2 (33% 2 hours 100 marks)

Three compulsory data response questions worth 33 marks each.

Business 3 (33% 2 hours 100 marks)

One case study followed by approximately 6 questions.

Each exam tests the entirety of course content. Given that the course has been designed to focus on strategic decision making, evaluation is a key skill you will need to develop during the two years. The ability to weigh up the pros and cons of a course of action in a given context is the key to success in this subject. All three papers test quantitative skills such as the use and understanding of ratios and functions, percentages and percentage changes, index numbers, and the interpretation of standard graphical forms.

Teaching

The classes will involve a range of different teaching approaches. You will be asked to present your own research to the class and to take part in whole group and small group discussions. Keeping up to date with current business stories will be essential and lesson time is often devoted to discussing issues arising from them.

The Future

It goes without saying that Business qualifications are held in high esteem by businesses. Universities also offer a wide range of business related courses which are often combined with a complementary specialism; a good example would be Marketing and Chinese.



Independent Learning

Independent learning tasks in Business

<p>1. Review each lesson's notes and, using '<i>Business Year 1 for AQA</i>', find key chapters. Add to the class notes you have made with relevant/interesting additional material. Read last lesson's notes before your next lesson as this will enable you to grasp new concepts more quickly.</p>	
<p>2. Check the BBC News website for breaking news under the 'Business' tab at least once a week. Print off stories that link to specific areas of the course, read and annotate them, and add to your file at the relevant point. Register for your free subscription to FT.com.</p>	
<p>3. Regularly browse www.tutor2U.net, focusing on the business blog which discusses a different current issue each week. Read the blogs, make comments, or print off and keep those which interest you. Create a section in your file for 'comment and opinion'. Look for other sources of business comment/opinion.</p>	
<p>4. Look for Bill Gates' biography – currently available in the library. Chapter 1 explores how Gates got his ideas for his early business ventures. There's a clear link to unit 1 of the AS course here – make notes. Look for biographies of other great business leaders and read them. What are their common qualities and characteristics?</p>	
<p>5. Experiment with business data packages available at Oldham Library – start with Mint – search the market data for business trends in the Greater Manchester business sector. Note what is currently successful – speculate as to why. Begin to track changes as they happen.</p>	
<p>6. Create a scrapbook of newspaper articles. Annotate them to highlight links to the course.</p>	