

# RMGS

## BUSINESS

### A LEVEL (AQA)

#### ***What are the aims of the course?***

To develop a critical understanding of organisations by demonstrating the inter-related nature of business using business models, theories and techniques in order to analyse and appreciate contemporary business issues and situations. The study of key contemporary developments such as digital technology, business ethics and globalisation which are increasingly relevant in today's society will enable students to acquire the skills of decision-making and problem solving within a business context.

#### ***What does it involve?***

##### **Key areas of business:**

- What is business?
- Managers, leadership and decision making
- Decision making to improve marketing performance
- Decision making to improve operational performance
- Decision making to improve financial performance
- Decision making to improve human resource performance
- Analysing the strategic position of a business
- Choosing strategic direction
- Strategic methods: how to pursue strategies
- Managing strategic change

#### ***How is it assessed?***

Three, equally weighted, two hour exam papers which consist of a mixture of multiple choice, data response and essay questions.

#### ***Are there any specific entry requirements?***

Students must have a 5 or above in GCSE English Literature and Mathematics.

#### ***Why is it a useful qualification?***

Most subjects concentrate upon a comparatively narrow subject area that they study in depth. In comparison Business looks at a wider range of interrelated ideas and issues. It is inter-disciplinary and contains elements for instance of psychology, accounts, economics and law. Therefore Business straddles the divide between Arts and Sciences and so it can be successfully combined with most other subjects to form a balanced programme of study. After all, many of our students whatever their subject specialisms will eventually find a career within the business environment.

Degree courses in business or management studies as well as more specialised courses in marketing and finance are becoming increasingly common in Higher Education. Although it is not necessary to have studied Business to be eligible for these courses, it would clearly be an advantage.

The course can also be useful to those who choose to find employment/apprenticeship after leaving school as it provides an introduction to elements of the business environment that they might encounter in their job. The course would also be of interest to those that have ambitions to start their own business at some stage in their lives

This course best suits students who are looking to actively engage with the dynamic world of business through current issues in the media and are able to link theory with reality. Enthusiasm and the ability to solve problems and think logically are essential to success in Business.