

WHAT WILL I STUDY?

This A level course provides an opportunity to study all aspects of starting up and managing a business including: leadership, decision making to improve the following marketing, operational, financial and human resources performance.



AS	Sept - Nov	Jan-Apr	A2	Jun-July	Sept -Dec	Jan-May	
Paper 1: Business 1		Paper 2: Business 2		Paper 1: Business 1		Paper 2: Business 2	
What is business Understand the nature & purpose of business Different business forms Managers, leadership & decision making What managers do Decision making: Scientific & intuitive Decision trees. Decision making to improve marketing Performance Understanding markets Market research Decision making to improve operational Performance Setting operational objectives Lean production		Decision making to improve operational Performance Improving quality Managing inventory Decision making to improve financial performance Financial objectives Breakeven analysis Decision making to improve human resource performance Setting human resources objectives Motivation and engagement in theory/practice		What is Business Understanding the nature and purpose of Business Understanding Different Business Forms Understanding Management Decision Making Understanding the role and importance of stakeholders Decision Making to improve marketing performance Decision Making to improve Operational Performance Decision Making to improve Financial Performance Decision making to improve Human Resources performance		Analysing the strategic position of a Business Mission Corporate Objectives and Strategy Financial Ratio Analysis Analysing the internal and external environment of a business Analysing Strategic Options: Investment Appraisal Choosing Strategic Direction Strategic Direction choosing which markets to compete in and what products to offer Strategic Positioning: Choosing how to compete	Strategic Methods: how to pursue strategies. Assessing a change in scale Assessing Innovation Assessing Internationalisation Assessing Greater use of digital technology Managing Strategic Change Managing change Managing Organisational Culture Managing Strategic Implementation Problems with strategy and why strategies

ASSESSMENTS (Exam Board)

- ✓ AQA – Exams are taken in the summer

WHY SHOULD I TAKE THIS SUBJECT?

- ✓ Students will gain a solid grounding in business theory and will be able to better understand current affairs in the business world. The skills developed through the course are diverse and include numerical work, essay writing, team work, communication skills and debating.

USEFUL RESOURCES

- ✓ <http://web.aqa.org.uk> ~ Past Papers
- ✓ <http://www.tutor2u.net>
- ✓ <http://www.businessstudiesonline.co.uk>

WHO CAN I TALK TO?

- ✓ Miss Sambhi
- ✓ Mr Hamid
- ✓ Mrs Adebayo (Subject Lead)

You can email the department for more information at

sambih@mayfieldschool.net
hamidn@mayfieldschool.net
adebayot@mayfieldschool.net

POSSIBLE JOB ROUTES

- ✓ Entrepreneur
- ✓ Banking / Investment
- ✓ Management
- ✓ Marketing

