Business

Teachers: Mrs Jeffreys and Mrs Greenway **Examination Board:** WJEC

Essential GCSE's – Maths, C or above. English, C or above and WBQ

Course Outline

No matter what your vocation, you will encounter the world of business. Having the ability to engage in business activity with confidence will set you apart from the crowd. This qualification will allow you to gain a holistic understanding of business in a range of contexts, whilst developing a passion for the subject. Business integrates well with other subjects and gives you the opportunity to progress your skills in decision-making, problem solving and critical analysis using numerical and non-numerical sources.

What will I study?

AS Unit 1- Business Opportunities: This unit focuses on new business start-ups and small and medium sized enterprises (SMEs). The content in this section is based around the concept of starting a new business and the issues that surround the process of planning a new business. You will also be made aware of other types of business organisations and the markets they operate in and their various stakeholders.

AS Unit 2- Business Functions : This unit broadens the context and will include all types of business organisations, ranging from recently formed small businesses to well- established multinational companies. You will come to understand that, in order to succeed in a competitive market, all businesses have to consider the core functions of business, such as Marketing, Finance, Production and Human Resources

A2 Unit 3 – Business Analysis and Strategy: As the title suggests, the emphasis in this unit is on understanding and using analytical techniques and developing appropriate business strategies. You will understand, construct and analyse a range of decision-making models and investment appraisal methods used by businesses to decide on their strategy. You will use analytical skills to investigate business opportunities and problems in a number of different contexts and evaluate a range of quantitative and qualitative data to suggest possible strategic responses from businesses.

A2 Unit 4 – Business in a Changing World: This unit focuses on how businesses adapt to succeed in a dynamic external environment. You will learn that the business world never stands still and there are continuous opportunities and threats to businesses of all sizes. You will learn that regardless of size, businesses now operate in a global marketplace and they need to consider a wide range of external factors that affect their day-to-day activities, decision-making and strategy. You will be expected to integrate the knowledge, understanding and skills developed in all four units to display an holistic understanding of business activity and the environment in which they operate.

Structure and Assessment

You will need a C in English and Maths, plus passes in three other Level 2 courses.

AS (2 units)

AS Unit 1 Business Opportunities Written examination: 1 hour 15 minutes 15% of qualification	60 marks
Short answer and structured questions. Business opportunities, business start-ups, SMEs and other types of business organisations and the markets in which they operate.	
AS Unit 2 Business Functions Written examination: 2 hours 25% of qualification	80 marks
Data response questions. Covers the full AS content.	

A Level (the above plus a further 2 units)

A2 Unit 3 Business Analysis and Strategy Written examination: 2 hours 15 minutes 30% of qualification	80 marks
Data response plus structured questions. Business strategy and analytical techniques used in the business decision-making process.	
A2 Unit 4 Business in a Changing World Written examination: 2 hours 15 minutes 30% of qualification	80 marks
Case study plus one essay from a choice of three. Covers the full A level content.	