

# Business Studies

## Pathway 2

### Course description:

Business studies looks at different types of organisations that exist in various business sectors and environments. It will identify and investigate different internal and external business problems and behaviour.

### Qualifications required:

- In line with the entry requirements for a Pathway 2 subject
- Grade 5 and 6 in English Language and Maths. This combination of grades can be either way round.

### Aims of the course:

- Apply business concepts and theories in a range of contexts.
- Analyse, explain and evaluate the strengths and weaknesses of different business situations.
- Learn to evaluate arguments and evidence and make informed judgements.

### Future prospects:

- This subject lays the foundation for further study of business or related subjects in higher education.
- A wide range of careers including accountancy, business, management and self employment.
- An understanding of the way that businesses act.

### Student feedback:

"I really enjoy business. It makes me look at things in a different way, and helps me understand why businesses do things."

### Subject Teachers:

Mrs Blake, Miss Coe, Mr Parsons and Mr Plant

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## Features of the course:

- A study of business concepts and theories
- The application of theory to the real world
- The role of businesses in the economy

### Year 12

**Unit 1** What is a business?

**Unit 2** Managers, leadership and decision making

**Unit 3** Decision making to improve marketing performance

**Unit 4** Decision making to improve operational performance

**Unit 5** Decision making to improve financial performance

**Unit 6** Decision making to improve human resource performance

### Year 13

**Unit 7** Analysing the strategic position of a business

**Unit 8** Choosing strategic decision

**Unit 9** Strategic methods: how to pursue strategies

**Unit 10** Managing strategic change

## Methods of Assessment:

Units 1-6 are assessed by exams in AS. Units 1 -10 is assessed by exams for the A Level. There is no coursework.

### Year 12 – Progress Exams – Internally Assessed

Paper 1 – 50% of AS, 1 hour 30 minutes – 80 marks

10 MCQ's, short answer questions and 2 data response questions.

Paper 2 – 50% of AS, 1 hour 30 minutes – 80 marks

1 case study consisting of several questions.

### Year 13 A Level – 3 Exams –Externally Assessed

Paper 1 – 33.3% of A Level, 2 hours – 100 marks

15 MCQ's, short answer questions, 2 extended answer questions (each out of a choice of 2).

Paper 2 – 33.3% of A Level, 2 hours – 100 marks

3 data response questions.

Paper 3 – 33.3% of A Level, 2 hours – 100 marks

Case study with 6 questions.