

BUSINESS STUDIES

Exam Board: AQA

FULSTON MANOR SCHOOL



WHY TAKE THIS COURSE?

This qualification will provide a broad understanding of business and entrepreneurship knowledge and skills to support progress to higher education. Business Studies helps students to:

- develop a critical understanding of organisations, the markets they serve and the process of adding value
- be aware that business behaviour can be studied from the perspectives of a range of stakeholders
- acquire a range of skills including decision-making and problem-solving
- be aware of current business practice.

AIMS OF THE COURSE

To provide a broad education and appreciation of the wider business environment. Focusing on four key themes: people, markets, finance and operational delivery.

COURSE STRUCTURE AND CONTENT

Learners cover topics including:

- the role of finance in planning an enterprise, analysing and making financial decisions
- how organisations use human, physical and financial resources to achieve goals
- enterprising behaviour and how it encourages entrepreneurial opportunities.

Unit 1 – Financial Planning and Analysis, covering ownership and finances for business decisions.

Unit 2 – Business Dynamics – Factors contributing to business success, focusing on the employees.

Unit 3 – Entrepreneurial opportunities – Investigate entrepreneurial opportunities and propose marketing activities to take advantages of the opportunity.

Unit 4 – Managing and leading people – Explore the importance of leadership and how employees work.

Unit 5 – Developing a business proposal – Students will develop, present and evaluate a business idea.

Unit 8 – Marketing communications – development of a marketing mix and communication for a business.

ASSESSMENT

Assessment is through examinations, external assignments and centre set assignments.

Units 2, 5 and 8 are centre set assignments and internally assessed.

Units 1 and 4 are external examinations.

Unit 3 is an external assignment set and assessed by the examination board.

ENTRY REQUIREMENTS

To be accepted a student should have at least 5 GCSEs at grades 9 - 4 (or equivalent) and it is strongly advised that this should include English and Mathematics.

It is recommended that students should have a grade 5 GCSE or equivalent in Business Studies as this course will build on the concepts and skills they have already learned.