



# Business Studies

## Why study Business Studies?

This is an academic subject where knowledge is applied to vocational contexts. You will gain an understanding of the main functions of business and how individual businesses are affected by and respond to the external environment. In addition you will gain practical skills which will help you when entering the world of work.

To enjoy this subject you must have an interest in the world around you and be prepared to keep up to date with current affairs.

This A Level will enable you to access a wide range of higher education courses beyond the direct area of business studies.



## The Course

The course is made up of four modules – two taken in each year.

### Year 12 AS

**Module 1 - An Introduction to Business (examined in January)**

This section provides candidates with an introduction to the nature of business, classification of business, objectives and other influences.

**Module 2 - Business Functions (examined in June)**

In the study of this unit candidates examine the areas of Finance, People, Operations Management and Marketing.

### Year 13 A2

**Module 3 - An advanced investigation into one of the Business Functions (examined in January)**

In the study of this unit candidates will examine one of the functional areas of business in depth.

**Module 4 - Strategic Management (examined in June)**

This unit is designed to be synoptic and draws upon all other units of the specification including the AS units. It includes Business objectives and strategy, Business analysis, External Influences and Change.

**For Further Information Please Contact**

Mrs L. Evans