



HECKMONDWIKE  
GRAMMAR SIXTH FORM

# Business

Exam Board: AQA

This subject is an excellent course in preparing students for working life. It provides an understanding of a business world that is rapidly changing.

# Business

## Career Opportunities

Business is an absorbing subject with real-life relevance. The subject relates well to the workplace.

Career opportunities include: Accountancy, Banking, Business Management, Business Law, Human Resource Management, the Civil Service and Marketing.

## Course Content

### YEAR 12

This is a linear course, and includes the study of a range of businesses from new small start-ups to larger, multinational organisations, as well as considering the external environment and stakeholder perspectives.

#### Topics in the first year include:

- What is business?
- Managers, leadership and decision making
- Decision making to improve marketing performance
- Decision making to improve operational performance
- Decision making to improve financial performance
- Decision making to improve human resource performance.

## Course Content

### YEAR 13

The study of strategic decision making should build on the study of decision making in the functional areas covered in year one.

- Analysing the strategic position of a business
- Choosing strategic direction
- Strategic methods: how to pursue strategies
- Managing strategic change.

## Assessment

### Paper 1

2hr written exam – Fifteen multiple choice questions, short answer questions and one essay question from a choice of two.

100 marks (33.3% of total A level)

### Paper 2

2hr written exam – Three data response questions, each consisting of three or four part questions.

100 marks (33.3% of total A level)

### Paper 3

2hr written exam – Six questions on one case study.

100 marks (33.3% of total A level)

### Extended Learning

- Stock Market Challenges
- Marketing Competition.