

# A level Business

## at Conyers Sixth Form



**Britain's wealth and influence in the world is founded on its trade and industry and the efficiency of the business community is vital in an ever increasing competitive world. What makes a successful business? How ethical and environmentally friendly is big business? How are British business people meeting the challenges of globalisation and competition? How do you find a really good business idea? Why are there relatively few women in top management? What difference is modern technology making to working patterns? How will businesses be affected by 'Brexit'? On this course, you will find answers to these and many other questions.**

### Course content:

- What is business?
- Managers, leadership and decision making.
- Improving marketing performance.
- Improving operational performance.
- Improving financial performance.
- Improving human resources performance.
- Analysing the strategic position of a business.
- Choosing strategic direction.
- Strategic methods: how to pursue strategies.
- Managing strategic change.



### Opportunities and experiences in Business

- Visits and talks including Business/Economics masterclass at Leeds University
- North East Sixth Form Management Games
- Student Investor Challenge

### Assessments

The A-Level is assessed by three, 2 hour written examinations at the end of the course.

Paper 1: Multiple-choice questions, short answer and two essays.

Paper 2: Three compulsory data response questions.

Paper 3: One compulsory case study consisting of six questions.

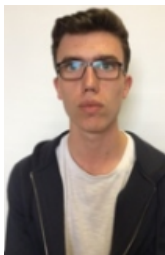


# What can you do with A level Business?

Business Studies will allow you to go to university to study a variety of subjects. Careers in finance, accounting, marketing, management and other 'business related' areas are also possibilities for students who have studied this subject. Business is highly desirable for business/management degree courses. There is an enormous variety of courses with business or management content.

## Careers include:

- ♦ **Management**
- ♦ **Finance**
- **Accountancy**
- **Marketing**
- **Business**



## **Business Management**

### **A-Levels studied: Business, History and Politics**

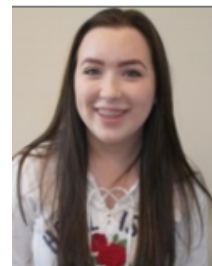
What you need: A level Business, (ABB)

"Business at A Level opens doors to a variety of options and gives a broad in depth scope of Business. It lead to my chosen degree of Business Management. Business is useful because it relates to the other subjects I am taking . History has shown how businesses have changed over the years under different governments - likewise with Politics." - Matthew

## **Business Apprenticeship**

### **A-Levels studied: Business, Geography and Sociology**

"I am planning on doing an apprenticeship to experience a real workplace in business management. Business has taught me skills such as organization, teamwork and therefore communication and research skills. I'm extremely interested in logistics and marketing" - Lucy



**Business Exam Board: AQA**

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