

# BUSINESS STUDIES

## Course Outline

No matter what your vocation, you will encounter the world of business. Having the ability to engage in business activity with confidence will set you apart from the crowd. This qualification will allow you to gain a holistic understanding of business in a range of contexts, whilst developing a passion for the subject. Business integrates well with other subjects and gives you the opportunity to progress your skills in decision-making, problem solving and critical analysis using numerical and non-numerical sources.

**AS Unit 1- Business Opportunities:** This unit focuses on new business start-ups and small and medium sized enterprises (SMEs). The content in this section is based around the concept of starting a new business and the issues that surround the process of planning a new business. You will also be made aware of other types of business organisations and the markets they operate in and their various stakeholders.



**AS Unit 2- Business Functions :** This unit broadens the context and will include all types of business organisations, ranging from recently formed small businesses to well- established multinational companies. You will come to understand that, in order to succeed in a competitive market, all businesses have to consider the core functions of business, such as Marketing, Finance, Production and Human Resources



**A2 Unit 3 – Business Analysis and Strategy:** As the title suggests, the emphasis in this unit is on understanding and using analytical techniques and developing appropriate business strategies. You will understand, construct and analyse a range of decision- making models and investment appraisal methods used by businesses to decide on their strategy. You will use analytical skills to investigate business opportunities and problems in a number of different contexts and evaluate a range of quantitative and qualitative data to suggest possible strategic responses from businesses.

**A2 Unit 4 – Business in a Changing World:** This unit focuses on how businesses adapt to succeed in a dynamic external environment. You will learn that the business world never stands still and there are continuous opportunities and threats to businesses of all sizes. You will learn that regardless of size, businesses now operate in a global marketplace and they need to consider a wide range of external factors that affect their day-to-day activities, decision-making and strategy. You will be expected to integrate the knowledge, understanding and skills developed in all four units to display an holistic understanding of business activity and the environment in which they operate.

***Ideally, you will be an academic all-rounder, with an interest in current affairs and business news. You do not need to have studied Business Studies before, but B grades or above in GCSE Maths and English Language are desirable.***