

The background of the cover is a vibrant green and yellow abstract pattern resembling a globe or a network of lines. In the upper right, the AQA logo is displayed in white, with the letters 'AQA' in a stylized font and a white arrow pointing upwards and to the right. Below the logo, the words 'STUDENT GUIDE' are written in a bold, white, sans-serif font. In the center, there is a black silhouette of two people standing on a circular platform with a red and black border. One person is standing upright, and the other is kneeling or sitting on the ground, possibly in a discussion or presentation. A large, semi-transparent 'AQA' logo is overlaid in the center of the cover, with the letters in a light green color. In the lower left, there is a blue banner with the text 'why choose' in a white, sans-serif font. Below this banner is a white banner with the text 'Business Studies' in a large, bold, blue font, and 'A Level' in a smaller, blue font below it. The overall design is modern and professional, with a focus on business and education.

AQA
STUDENT GUIDE

why choose

Business Studies

A Level



Be the next Branson ...

Fancy yourself at the head of a successful business? Got some great ideas for new products or services? Or maybe you want to work for a large company by working in marketing or management.

No matter what your vision, the Business Studies A Level course gives you an incredibly powerful start to launch you on to becoming a business person. All the key topics of starting and running a business are covered. Armed with this knowledge, maybe you could be giving Richard Branson a run for his money in a few years time.

... or start a business from home

Of course not everybody wants a global corporation. A lot of people prefer small businesses offering individual service or set up their own business, working for themselves. Whether you're selling home-made candles or starting your own e-company, you still need to know about business. Like how to get your products to market. How to price them. How to promote them. And how to get paid. It's all here.



Your key learning topics

In the first year you'll have two main learning topics. The first of those is called 'Planning and Financing a Business' and includes information on the different types of business structure and an introduction to money matters. The second topic is called 'Managing a Business' and gives you more knowledge on increasing profits, recruiting and managing employees, operations management (including customer service and technology), plus marketing.

In the second year you'll build on that solid knowledge-base with another two main learning topics. The first is titled 'Strategies for Success' and includes financial strategies to improve profits, strategies to take on the competition, operational strategies to improve products and for improving employee relations. These are the four cornerstones of a successful business. The second topic is titled 'The Business Environment and Managing Change'. This helps you to plan the vision of a business, and how to deal with the impact of economic, cultural, political or technological changes on an organisation.

“this A Level could get you started in business ...”

On your marks ...

In the first year you'll sit two papers, one on each of the learning topics you have studied. The paper on the first topic lasts 75 minutes and accounts for 20% of your total A Level marks.

The paper on the second topic lasts 90 minutes and accounts for 30% of your total A Level marks. A pass in year one is recognised with an AS level.

It's similar in year two. The paper on the first topic lasts 105 minutes and accounts for 25% of your total A Level marks. The paper on the second topic also lasts 105 minutes and accounts for 25% of your total A Level marks.

Where will success take me?

Like we said in the introduction, this A Level will get you started in business... and give you the skills and knowledge to progress to higher education. You could work for a corporation, or maybe a management consultancy. All businesses (and other organisations like charities and hospitals) need sound business skills behind them.



Will it fit in my life?

Students who take Business Studies often also study Accounting, Computing, Economics, Modern Languages, or Maths. But students committed to the arts or sciences should also consider taking Business Studies in this cost-centred world.

Can't wait to get started?

Your tutor and career adviser will be the best people to help you decide whether this course is the right choice for you. They will be as passionate as you to find the best subject to develop your talents!

For more info, visit:

www.aqa.org.uk/qual/gce/businessstudies_new.php

What skills will I learn?

The Business Studies A Level course helps students develop a number of skills:

- How to assemble data and assess it
- How to investigate facts and use deduction
- How to put over your point of view fluently
- How to work as a team to achieve results



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