

# BUSINESS

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**“Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.”** Henry Luce

## **Current Teaching Staff:**

Mrs E Gale - Head of Department  
Miss J Potter

**Examination board and syllabus:** AQA

**Entrance requirement:** Grade 6 in GCSE Maths and Grade 6 in English Language. GCSE Business is not a requirement, but if taken, then you must have achieved at least a Grade 6.

## **Year 1**

1. What is business?
2. Managers, leadership and decision making.
3. Decision making to improve marketing performance.
4. Decision making to improve operational performance.
5. Decision making to improve financial performance.
6. Decision making to improve human resource performance.

## **Year 2**

1. Analysing the strategic position of a business.
2. Choosing strategic direction.
3. Strategic methods: how to pursue strategies.
4. Managing strategic change.

## **A-level assessment**

The A-level is assessed by three two hour written exams 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.

Keeping up with up-to-date business news is expected. Lunchtime help is always available.

## **CAREERS**

Accountancy

Marketing

Advertising

Management

HR

Stock Broker

Investment Banking