

Why study A level Business?

The A level Business course is designed to provide you with an excellent grounding in the operating and understanding of dynamic local, national and global markets. You will study internal and external trends which will allow you to progress to a career in industry or degree level study of Management, Business, Marketing, Finance, Human Resources and all other related courses.

What will you be learning?

You will study the world of Business from both an internal and external point of view, using real life case studies and profiles. From an internal perspective you will learn how firms are structured and understand the importance that the key functional areas of Marketing, Human Resources, Operations and Finance play in an organisation's success.

You will also gain a good knowledge and understanding of the external environment and how it impacts on the day to day activities of firms. The economy is fast moving and changes in the macro-economic variables such as interest rates, inflation, exchange rates and unemployment can impact on firms in both positive and negative ways.

As the course develops we develop your awareness of business strategy and look at how businesses choose whether to launch a new product or start selling in a new country for example. You will look at how risk and uncertainty impact on business decisions – there are certainly plenty of examples to discuss at the moment! You will also study the business world from a global perspective. You will learn about how businesses adapt to compete on a global scale, and why they choose to adapt this strategy of growth. You will also take time to consider the moral and ethical aspects of global business for a range of stakeholders. By the end of the course you will have all the theoretic tools to run your own enterprise or work for a multinational corporation.

What are the lessons like?

The lessons vary in both content and style. There are opportunities for role play and simulation activities, as well as class discussion. To mirror the exam paper we regularly use case studies, which we try to keep up to date and relevant. We find that these provide an excellent learning resource and allow us to develop your analysis and evaluation skills! We also like to attend workshops in Manchester and bring the subject to life with guest speakers wherever possible. You do need to have a grade 4 or preferably a grade 5 in both Maths and English Language. There is no coursework component.

Although it helps, **you do not need to** have studied Business at GCSE to access the A-level course.

What can it lead to?

A Business/Management/Marketing/Accounting Degree at University. There are also transferable skills that you learn in Business which can apply to other degree courses.

A career in industry / commerce or setting up your own enterprise.

Want to know more?

To find out more about the course and discuss your suitability please contact A.danson@qes.org.uk, I.Burnett@qes.org.uk or C.Harrison@qes.org.uk.