

Course description

It will enable you to learn how to develop an understanding of relevant economic and business concepts/theories and an ability to apply them to a range of real-world issues. The course is dynamic and topical, with TV and newspapers providing new examples every day of how this subject helps our understanding of the real world. There is no requirement to have studied Business Studies at GCSE.

AS - one year

Unit 1 – Developing New Business Ideas

The characteristics students would need to be successful in business and how new or existing businesses generate their product/service ideas and test them through market research.

Unit 2b – Business Economics

Considers the market that a business may be operating in, how competition in the market and the current economic climate is likely to affect it and how businesses seek to minimise uncertainty through their actions.

A2 - two years

Unit 3 – International Business

Introduces what businesses need to consider if they were to trade internationally.

Unit 4b – The Wider Economic Environment and Business

Considers why certain markets fail, how government decision making affects the economy and markets that companies operate in, and the income and welfare of private individuals. It should enable you to assess why Government economic policy can succeed or fail.

Enrichment opportunities

Visits to local businesses and invited guest speakers enable you to gain practical experience of the business world and apply this experience to your studies.

Skills developed

- ◆ carrying out calculations
- ◆ interpreting and analysing data
- ◆ applying knowledge
- ◆ developing arguments and making judgements
- ◆ identifying problems and proposing solutions

Assessment

AS— for each unit: 1 hour 15 minute written paper using a combination of multiple choice questions, short answers and extended writing.

A2— for each unit: 1 hour 30 minute written paper with evidence-based essay questions involving extended writing and a decision-making report.

Subject combinations

This subject is a very useful complement to any combination of AS or A level.

This course

is highly relevant to life as a consumer, taxpayer and voter, and to your career as a worker/ manager/ business owner.

The course is suitable if any of the following appeal to you...

- ⇒ You enjoy studying a subject that influences the lives of everyone in society;
- ⇒ You are prepared to take an interest in current economic issues and national/international business news;
- ⇒ You want to learn how to analyse information effectively and be able to suggest solutions to real problems affecting businesses, the economy and individuals;
- ⇒ Enjoy analysing and presenting the merits of alternative courses of action;
- ⇒ Want to gain a background in economics and business to enable you to gain a future management position in any organisation;
- ⇒ Want to keep your options open – Economics and Business can be combined with all other A level subjects.

A **combination** of written work in class, research, group work, note making, essay writing, answers to data response questions, problem solving, discussion of current events, use of newspapers, journals, television and radio programmes, completion of a diary of economic events. Much of this uses IT which will also increase your skills in this field.

Methods of Study

and after the course...

You could go into **full time employment** with an excellent knowledge and awareness of economic and business issues.

You could look at doing a **trainee management course** within a business to gain the specific skills, understanding and experience they require to progress to management level.

With **further training** you could enter a job related to economics, business, marketing, finance and accounting, human resources and public relations.

This course is a logical stepping stone to a vast range of **university courses** and professions including Economics, Business, Marketing, Management, Accountancy, Law and Social Sciences.

“The strong theoretical underpinning of Economics with the practical application of Business Studies enables students to develop a strong understanding of the world in which they operate.”

“To start a business is easy, to keep it going is an art.” Begin your journey here!

