



Blue Coat Church of England Academy

Year: 12+13

Subject: AQA A-Level Business

Overview

Overview:

AQA A-Level Business offers students a broad and deep understanding of how businesses operate in today's dynamic and competitive environment. This course equips students with analytical, strategic, and decision-making skills that are essential for careers in business, finance, marketing, and management, as well as further study at university level.

Students will explore the internal workings of businesses, the influence of the external environment, and how decision-making impacts performance. The course uses real-world business examples to enhance understanding and develop critical thinking and problem-solving abilities.

Topics Covered:

Year 1 (AS Content):

- 3.1 What is Business?
 - Understanding the nature and purpose of business
 - Business objectives and strategy
- 3.2 Managers, Leadership and Decision Making
 - Leadership styles
 - Decision-making models
 - Stakeholder management
 - Decision Making to Improve Performance:
- 3.3 Marketing
 - Understanding markets
 - Marketing strategy
 - Marketing mix
- 3.4 Operations
 - Production methods
 - Quality
 - Efficiency

- Inventory management
- 3.5 Finance
 - Sources of finance
 - Budgeting
 - Break even
 - Financial performance
- 3.6 Human Resources (HR)
 - Recruitment
 - Training
 - Motivation
 - Organisational structures

Year 2 (A-Level Content):

- 3.7 Analysing the Strategic Position of a Business
 - SWOT analysis
 - Financial ratios
 - External influences (PESTLE)
- 3.8 Choosing Strategic Direction
 - Market positioning
 - Strategic options for growth (Ansoff Matrix)
- 3.9 Strategic Methods: How to Pursue Strategies
 - Mergers, acquisitions, organic growth
 - Innovation and internationalisation
- 3.10 Managing Strategic Change
 - Change management
 - Corporate culture
 - Strategic implementation and managing resistance

Examination Outline:

The A-Level qualification is assessed at the **end of Year 13** through **three written exam papers, each lasting 2 hours.**

Paper 1: Business 1

- Format: Multiple choice, short answer, and two essays
- Content: All topics across the two years
- Weighting: 33.3% of A-Level

Paper 2: Business 2

- Format: Three data response questions requiring extended answers
- Content: All topics across the two years
- Weighting: 33.3% of A-Level

Paper 3: Business 3

- Format: One case study followed by six extended questions

- Content: All topics across the two years
- Weighting: 33.3% of A-Level

Skills Developed:

Strategic thinking and problem-solving

Data interpretation and financial analysis

Critical thinking and evaluation

Decision-making under pressure

Communication and argument construction

This course is ideal for students interested in understanding the inner workings of businesses and the strategic decisions that drive success and sustainability in competitive markets.