



BUSINESS

Advanced General Certificate of Education (AS and A2)

WHY BUSINESS?

The opportunities for students of Business, on completion of full-time education, are enormous. There are many possible careers within the Business world and qualifications in Business subjects are acceptable as an entry into many other careers.

Business students at Thomas Telford School are currently preparing to move into Higher Education Courses and careers in the following fields.

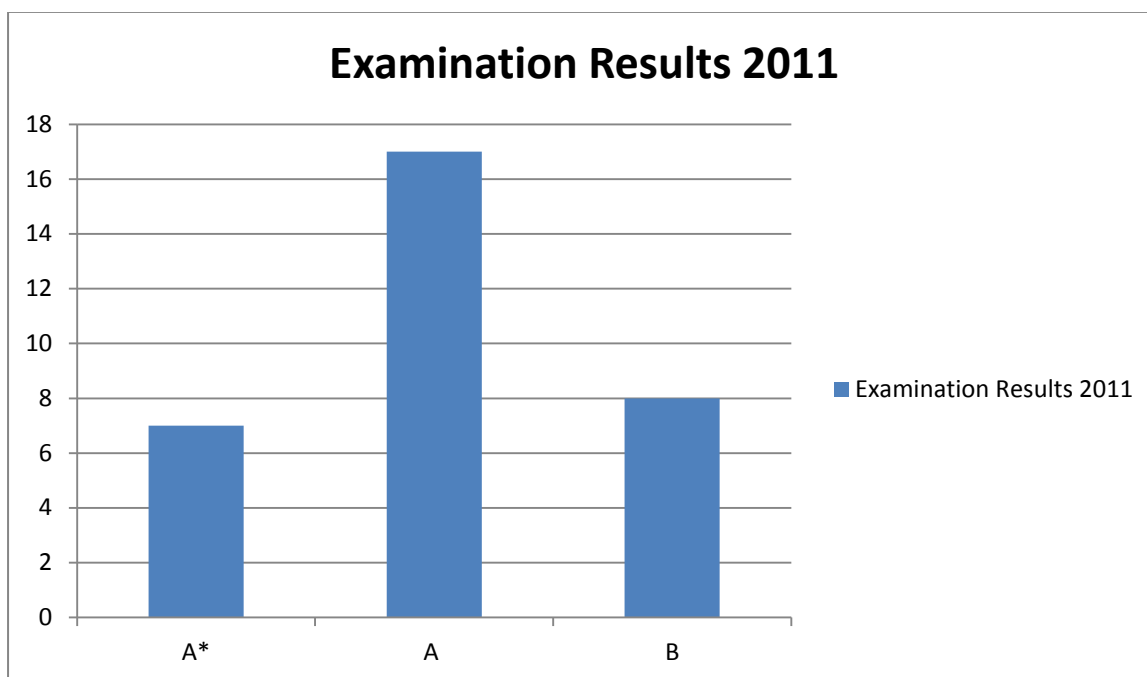
Accountancy	Business Administration	Education
Human Resourcing	IT / Computing	Law
Management	Marketing	Public Relations
Retail	International Business	Enterprise

The Business course offered at Thomas Telford School is an exciting insight into relevant business theory and concepts supported by vocational examples. It provides an excellent foundation for a broad range of careers and further study in this field.

During sessions we aim to support learning with real business examples and take many free visits to local businesses such as farms, manufacturing plants, local shopping centres and have key business personnel in to give talks.

SPECIFIC ENTRY REQUIREMENTS

- 6 GCSEs (Grades A* - C)
- Grade B in GCSE Business if studied at GCSE and
- Mathematics and English Language to Grade B



COURSE DETAILS

AQA Specification 2130

You will study four externally assessed Units over two years, as follows:

Unit 1 – Planning and Financing a Business

You will examine the issues involved in planning and starting up a small business. You will consider the role and characteristics of the entrepreneur in a new business, and how new business ideas are generated. You will learn about the key start up activities including creating a business plan, gaining a suitable source of finance, carrying out market research and organising resources. This Unit is worth 20% of the A Level marks and is examined via a 1 hour 15 minute examination of short questions and extended responses based on a mini case study.

Unit 2 – Managing a Business

You will study the operations of the four main functional areas within a business – Finance, People, Operations Management and Marketing. You will learn how financial records are used for planning and monitoring the performance of the business, how businesses recruit, develop and motivate their staff, how they organise and carry out production and quality management and how they make marketing decisions on the best mix of product, promotion, place and price in order to operate successfully. This Unit is worth 30% of the A Level marks and is examined via a 1 hour 30 minute examination.



Unit 3 – Strategies for Success

You will start to consider the issues involved in managing a large, international business, looking at how they set up corporate objectives. You will then examine the role of each function in achieving the firm's objectives, by considering the strategies used by the Finance, People, Operations Management and Marketing functions.

This Unit is worth 25% of the A Level marks and is examined via a 1 hour 45 minute examination, requiring extended answers based on an unseen case study.

Unit 4 – The Business Environment and Managing Change

In this final Unit you will examine the external influences on the business and its decisions, including the influence of key stakeholder groups. You will learn how the business is affected by changes in the national and international economy, social trends, the available technology and government laws. You will also study the issues involved in managing change, and the importance of introducing this correctly.

This Unit is worth 25% of the A Level marks and is examined via a 1 hour 45 minute examination, of two parts, the first based on a pre released research task and the second part a choice of essays drawing upon knowledge from all four Units.

Further information can be found on the "Careers" section of the School