



## AS / A2 Business

### **WHY TAKE BUSINESS STUDIES?**

Do you know what the current interest rate is? Have you thought about why Tesco's have introduced a new discount brand or why Aldi's profits are increasing whilst other high street shops are closing? This course is designed for students who have an interest in business and current affairs and want to further their understanding of what affects the decisions and performance of a business. Students are encouraged to apply their learning to their part time jobs and current news to enhance their understanding. Current issues affecting businesses are frequently discussed and shared by the students in class.

### **WHAT ARE THE KEY AREAS OF STUDY?**

You will use an investigative and problem solving approach to learn about Finance, Human Resources, Operations Management and Marketing. You will learn about what businesses do, how they add value and how external influences of the market, such as ethical influences, affect business decisions.

### **WHAT SKILLS WILL I NEED AND DEVELOP?**

You need to be aware of the current business climate and will develop skills that enable you to analyse and evaluate options available to businesses and the impact these choices may have on their performance.

### **ARE THERE ANY SPECIAL QUALIFICATIONS I NEED?**

You do not need specific GCSEs to join this course, however a good command of English is required.

### **HOW WILL I BE ASSESSED?**

Through two exams in each year.

### **PRIESTLEY EXTRA**

You will have the opportunity to participate in residential trips to London and Paris. Local visits are organised to apply learning to real businesses, such as Chester Zoo and Cadbury's World. An annual Business Challenge Day allows you to develop entrepreneurial and team working skills whilst specific revision conferences will further improve your exam skills. For those that are budding entrepreneurs you may like to take part in Young Enterprise whereby you run your own company for a year and keep the profits.