



BUSINESS STUDIES

WJEC AS/A2

ENTRY REQUIREMENTS

Grade C or above at GCSE Business Studied. If not studied - B in Maths or Numeracy **AND** B in Eng Lit or Lang

PROFILE

Business Studies requires students to use problem solving and decision making skills in a variety of settings. These skills are developed through stimulus response exercises and case studies which make extensive use of newspaper and magazine articles, company reports, the internet and TV programmes. Students are expected to use the media to become more aware of issues affecting business.

CONTACT

Subject Lead: Mr Parr

ASSESSMENT STRUCTURE

AS

Unit 1: Business opportunities
Unit 2: Business functions

A2

Unit 3: Business analysis and strategy
Unit 4: Business in a changing world

COURSE CONTENT

Business Studies enables learners to investigate different types and sizes of organisations in various business sectors and environments, drawing on local, national and global contexts, including data which relates to the Welsh business environment. Learners will develop a full understanding of business and enterprise and be aware of the opportunities and threats of operating in a global marketplace. You will learn about modern and current issues in business and be able to investigate, analyse and evaluate contemporary business opportunities and problems in a wide range of contexts, whilst recognising how businesses adapt to operate in a dynamic business environment. You will gain an understanding of the important role played by small businesses in the economy of Wales and the rest of the UK. In addition, learners will identify the opportunities that exist for entrepreneurs, as well as the importance of established business and not-for-profit organisations in providing goods and services. You will apply a number of analytical techniques, including decision-making models, investment appraisal tools and ratio analysis, to investigate business opportunities and problems to determine business strategy in a range of contexts, such as trend analysis, accountancy, and investment viability.

CAREER OPPORTUNITIES

This course provides a good grounding for all degree courses in: Business Studies, Accountancy, Business Management, Marketing, Human Resources and other related studies. It will also give great insight into the key aspects of successful business start-ups for those budding entrepreneurs. It provides an excellent skill based A level for the world of work.