

# **BUSINESS STUDIES**

**Exam board:** AQA

**Assessment method:** 100% exam assessed

**Length of exams and breakdown of units:** 3 x 2 hour examinations

## **Course content**

There are three exam papers, covering a broad range of topics. The exams cover the following topic areas:

- 1 What is business?
- 2 Managers, leadership and decision making
- 3 Decision making to improve marketing performance
- 4 Decision making to improve operational performance
- 5 Decision making to improve financial performance
- 6 Decision making to improve human resource performance
- 7 Analysing the strategic position of a business
- 8 Choosing strategic direction
- 9 Strategic methods: how to pursue strategies
- 10 Managing strategic change

Although each paper can cover all of the above topics, the manner of assessment is different for each exam. Paper 1 has three compulsory sections, with multiple choice, short answer and extended essay questions. Paper 2 consists of three data response questions and Paper 3 centres on one compulsory case study with questions based on this.

**Overlap with other subjects:** Business Studies compliments many other subject areas well, including Economics, Media Studies and Graphic Design. Students often also take subjects such as Sociology or Psychology. The essay based nature of the course makes it compatible with a range of other disciplines where evaluation and analysis are central study skills.

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