

# 6

# SPRINGBOARD



## A-Level Business

### OUR COURSE DETAILS

Staff teaching on the A-Level Business course aim to provide students with a good grounding in the subject in preparation for future employment or higher education. Problem solving and decision making skills are an integral part of the course, along with the development of communication skills through presentations and group work, which should prove invaluable in future career progression working in businesses ranging from small scale entrepreneurial start-ups to large multinational corporations in a variety of roles.

Following the AQA specification, students are exposed to a holistic course covering a wide range of concepts that can be readily interpreted and applied to real world situations. The acquired skills can be used in a wide range of academic or practical challenges as well as dynamic workplaces, allowing students the opportunity to pursue a course dedicated to a particular area of business or add a general management application to a totally different subject area.



### EMPLOYABILITY

Business covers a wide range of areas including Management, Marketing, Finance, Human Resources and Operations. You can find more out about some of these careers, as well as other pathways on the prospects website: [www.prospects.ac.uk](http://www.prospects.ac.uk)

After studying, you will either go on to own a business or work for a business, so the knowledge you will gain is vital for everyday life!



### PREPARING FOR STUDY

It doesn't matter if you've studied GCSE Business or not – we will cover everything you need to know in the course! What will help you, is an awareness of the business world. Reading the business news to gain an insight into different businesses, what they're doing and how people in society view it, is useful when it comes to applying your knowledge to the real world.

The course will require you to know basic Maths such as calculating percentages, working with ratios and using charts. It's worth looking over this from GCSE or getting some practice in – 'Essential Maths Skills for AS/A level Business' is a really helpful book to do this and will support you throughout the course too.



### LINKS TO THE SPECIFICATIONS

[www.filestore.aqa.org.uk](http://www.filestore.aqa.org.uk)

## UNIVERSITY COURSES

There's loads of choice when it comes to studying Business and its surrounding subjects at university – both in terms of courses and locations.

Here's a link to the Complete University Guide's top places for 2020 – but these will differ slightly with each of the areas of Business.

<https://www.thecompleteuniversityguide.co.uk/league-tables/rankings/business-and-management-studies>

There are lots of courses that integrate Management with another subject too, for example: accounting, fashion marketing, sports management, science with management.

The UCAS website will let you browse all of the different courses available - <https://www.ucas.com/>



## OUR TOP READS

- No Logo – Naomi Klein
- Brand Success: How the world's top 100 brands thrive and survive – Matt Haig
- Brand failures: The truth about the 100 biggest branding mistakes of all time – Matt Haig

## USEFUL ONLINE LINKS

- Business Wars (podcast)
- Weird Work (podcast)
- The Growth Show (podcast)
- The 10-Minute Entrepreneur (podcast)
- TED Talks on Business [www.ted.com](http://www.ted.com)

## PEOPLE TO RESEARCH

The A Level Business course is all about putting you in the managers seat – making decisions and improving performance.

It is hard to argue that Jeff Bezos hasn't changed the way the world shops, and the founder of Amazon has often done this using some controversial management strategies.

Indra Nooyi has become one of the most famous women in global business. Her success stems from hard work and embracing the changing business environment.

Michael Porter is one of the most renowned business strategists in history – his models have become integral to the day to day running of businesses big and small, as well as our course.

## FILMS

- The Devil Wears Prada
- FYRE: The Greatest Party That Never Happened
- Erin Brockovich
- The Founder