



# AQA A Level Business



Whatever you choose to do in the future, whether it's an apprenticeship, university or even your own business, you'll find that the knowledge and skills you gain on this course will help.

## A-level Business content

**Year 12:** An introduction to key business areas: marketing, operations, finance and human resource management. This includes a special focus on decision making – particularly how decisions made in one area can affect the rest of the business.

**Year 13:** An investigation of the strategic decisions that all businesses have to make.

**Assessment:** Three two hour written exams taken at the end of the two year course.

## Transition activity

Over forty per cent of Business start ups in the UK fail within five years whilst others have survived for over a century. Produce an essay to assess the factors that determine the longevity of a business. (approx. 500 words)

You must:

- Use at least two business examples to support your answer
- Include an overall conclusion
- Hand write work

## **Assessment criteria**

You will be assessed on your ability to:

- Use research effectively
- Construct a balanced discussion e.g. businesses that have survived compared with those who have not
- Evaluate e.g. an overall conclusion on your findings including the biggest key factor for business success

Please submit work first Business lesson in September.

**Challenge task:** Read Richard Branson's 'Losing my Virginity'. (Yes it is about his entrepreneurial skills)

## **Useful links**

- <https://www.marketingdonut.co.uk/marketing-strategy/the-secrets-of-100-year-old-businesses>
- <https://www.theguardian.com/small-business-network/2017/mar/15/secrets-business-survival-innovate-family-staff-recession>
- <https://www.bbc.co.uk/news/business-43240996>
- <https://inews.co.uk/news/business/why-the-gap-toothed-high-street-and-its-familiar-chains-are-struggling-so-much/>

