



AS / A2 Business (Level 3)

WHY TAKE THIS COURSE?

You would take this programme because you are interested in Business and current affairs and would like to learn more; you would like to learn about key business issues and concepts such as the importance of cash flow, profit and marketing whilst meeting the needs of business stakeholders; you enjoy discussion and debating, developing views and opinions about the real world.

WHAT WILL I STUDY?

What businesses need and do to add value, reduce costs and increase sales revenue; how staff can be motivated and effectively organised; the importance of marketing and operations management to gain a competitive edge and increase profitability. The A2 builds upon this knowledge and students specialise in Marketing and take on a bigger management role with the Strategic Management module.

HOW WILL I BE ASSESSED?

Through exams covering the following units: Introduction to Business, Business Functions, Marketing and Strategic Management.

WHAT SKILLS AND SPECIAL QUALIFICATIONS DO I NEED?

You do not need any specific qualifications to join this course, just an interest in Business, a willingness to get involved in all aspects of the course and a good standard of written English and Maths.

WHAT CAN I DO NEXT?

Students progress onto a wide range of university degree courses and careers. Courses include Accounting and Financial Management; Business and Economics; Business Management; Marketing; Product Innovation and Development and Fashion Retailing. Careers and further training posts have recently included AAT trainees and a selection of apprenticeships. Other students choose this A level as they have a future ambition to run their own business after they have studied degree courses.

PRIESTLEY EXTRA

AS Business students run a savings club in partnership with Western Union and participate in a range of business trips, talks, workshops and conferences, for example; Landrover, National Coalmining Museum, Alton Towers and the Chill Factor. Students continue to develop their exam skills by entering the Essay Writing Competition, by participating in The Big Business Banter debate and by demonstrating their entrepreneurial flair in Enterprise competitions.