

# Business Studies



## Why choose Business?

- You will learn about how small, national and international businesses are operated.
- Develop business skills in a vocational context that you can apply to any career.
- Gain a good understanding of enterprise, human resources, marketing and finance

### Student Comments

“Having enjoyed studying business in Years 10 and 11, I decided to continue at Advanced Level. I have now gone on to Nottingham University to study Business and East Asian Studies.”  
David Marsden – MONDI Business Prizewinner

“Being involved in Young Enterprise helped me to understand a lot of my work in Business. ” - Catherine Kirkham.

“No matter where you work it will be a business. Studying it at the Alun gives you lots of skills” - Gareth Jones

### Departmental Information

Course details are contained overleaf. If, however, you need further information speak to one of the following:

Mr S Budgen - Head of Business & ICT (Rooms L5/L3)  
Mrs C Hawke-Jones - Teacher of Business & ICT (Rooms G9/L3)  
Miss R. Feathers - Teacher of Business & ICT (Rooms L7/L3)

# Applied Business Course Details

'A' Level Applied Business will give you the opportunity to learn about the many areas of Business and how these are applied to a real-life situation.

You can choose to study 3 Units over one year (AS Level) or 6 Units over two years (A2 Level).

## Year 12 (AS) Course

Investigating Business (Coursework Portfolio)  
People in Business (Coursework Portfolio)  
Financial Planning and Monitoring (Examination)

- **Investigating Business** will allow students to will explore the aims and objectives of businesses and the needs of their customers. You will explore the meaning of enterprise and enterprising behaviour and why individuals and teams are vital to the success of a business.
- **People in Business** involves students studying the roles and responsibilities of people in business and the qualities an employer looks for in its employees. You will investigate the training and development opportunities available to individuals and why motivation is vital in retaining staff.
- **Financial Planning and Monitoring** will involve students calculating business costs, revenues and profits and how this could be used to aid decision making.

## Year 13 (A2) Course

Business Planning (Coursework Portfolio)  
Marketing Strategy (Coursework Portfolio)  
Managing People (Examination)