

## A LEVEL BUSINESS

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### UNITS:

What makes a business?

- Managers
- Leadership and decision-making
- Decision-making to improve marketing performance
- Decision-making to improve operational performance
- Decision-making to improve financial performance
- Decision-making to improve human resource performance
- Analysing the strategic position of a business
- Choosing strategic direction
- Strategic methods: how to pursue strategies
- Managing strategic change



### KEY INFORMATION:

Year 12 study consists of 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. The Year 12 qualification consists of two units which are assessed by a written examination.

Year 13 study is an investigation of the strategic decisions that all businesses have to make. The A Level assessments consist of three two hour written exams taken at the end of the two year course. Each exam will be worth a third of the A Level.



### POSSIBLE CAREER PATHS:

- ➔ Management/HR
- ➔ Marketing
- ➔ Accountancy



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