

# Business Studies

## GCE Student Guide

The Business Studies specification is designed to:

- provide you with an invaluable insight into how organisations strive to meet the discerning needs of stakeholders in a constantly-changing external environment. Furthermore, they can develop a greater awareness of the ethical dilemmas and responsibilities that organisations and decision-makers face as they conduct their business activities;
- help you develop a range of relevant business and generic skills including decision-making, critical thinking, problem-solving, the challenging of assumptions and the quantification and interpretation of management information; and
- provide opportunities for progression to study at further and higher education, and to training and employment.

### Why study Business Studies?

This business qualification engages you in the study of a range of business topics impacting on today's society.

You will take a holistic approach to studying the diverse nature of business organisations.

The qualification is underpinned by three core business issues:

- globalisation;
- digital technology; and
- stakeholder influence.

The qualification will require you to develop decision-making skills and engage in critical thinking and analysis of core business functions, which will equip you for study and employment in business-related areas.



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### What will I study?

Unit	Areas of Study
<b>AS 1:</b> Introduction to Business	Enterprise and entrepreneurship; purpose of business activity; forms of business ownership; stakeholder groups; market and market forces; quality management; productivity and investment; organisational design; investment in people; motivation; principles of management and leadership.
<b>AS 2:</b> Growing the Business	Spectrum of competition; market research; marketing mix; elasticity of demand; product life cycle; market planning and strategy; e-business/e-commerce; sources of finance; break-even analysis; cash flow; budgeting; financial statements and final accounts.
<b>A2 1:</b> Strategic Decision-Making	Business objectives; organisational culture; stakeholder objectives; communication; economies and dis-economies of scale; business strategy and planning; decision tree analysis; risk management; company accounts; ratio analysis; investment appraisal.
<b>A2 2:</b> The Competitive Business Environment	Macroeconomic framework; government policies; globalisation; business ethics and organisational culture; sustainability; corporate social responsibility; stakeholder group influence; organisational design; monopolies, mergers, takeovers and restrictive practices; managing change.

### How will I be assessed?

Unit	Assessment Description	Weighting
<b>AS 1</b>	External written examination: 1 hour 30 minutes	50% of AS
	Two compulsory structured data responses (40 marks each)	20% of A level
<b>AS 2</b>	External written examination: 1 hour 30 minutes	50% of AS
	Two compulsory structured data responses (40 marks each)	20% of A level
<b>A2 1</b>	External written examination: 2 hours One compulsory structured data response (90 marks)	30% of A level
<b>A2 2</b>	External written examination: 2 hours Six compulsory structured data response (90 marks)	30% of A level

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### What can I do with a qualification in Business Studies?

An A level qualification in Business Studies offers an excellent foundation for many careers as you will have gained excellent transferable skills such as effective communication, problem-solving, data analysis, critical thinking and many more. Such skills are essential in today's changing society and are considered highly desirable by employers in all types of organisations.

This business qualification will benefit those wishing to pursue careers in management, marketing, project management, business accounting, management consultancy, human resources, business journalism, and self-employment as well as those interested in continuing on to further study. Success in this qualification will also provide the much needed UCAS points required for progression to university or entry into further education colleges.

There is a very wide choice of specialist business courses offered by universities and further education colleges in Northern Ireland and elsewhere in the UK. Examples include Accountancy, Advertising, Information Management and Business Improvement.

For those wishing to vary their study and enhance their skills set there is also an attractive range of combinations of courses available at both HND and undergraduate level. Examples include Advertising with Human Resource Management, Accountancy with Law, Business with International Development and Business Development and Innovation. There is no doubt that a business qualification could unlock an exciting future for you.

To find out more, visit the **CCEA Website** for the latest support and updates for this subject.

