

# BUSINESS STUDIES

**EXAM BOARD:** OCR

## Why study Business Studies?

An A-Level in Business will encourage learners to be inspired, motivated and challenged by following a broad, coherent, practical, satisfying and worthwhile course of study.

**It provides insight into, and experience of, how businesses work, stimulating learners' curiosity and encouraging them to engage with commerce in their everyday lives and to make informed choices about further study and about career choices.**



- be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- take a more strategic view of business opportunities, problems and issues
- acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis
- apply numerical skills in a range of business contexts

## Subject Specification Outline:

The course is comprised of 5 mandatory units:

- Business objectives and strategic decisions
- External influences facing businesses
- Marketing and marketing strategies
- Operational strategy
- Human resources
- Accounting and financial considerations
- The global environment of business

**Assessment Overview, learners must complete all three components to be awarded an OCR A-Level in Business**

Operating in a local business environment	The UK business environment	The global business environment
80 marks 2 hrs written exam	80 marks 2 hrs written exam	80 marks 2 hrs written exam

## Progression Pathways:

Many universities recognise the value of a business qualification and learners can go on to an exciting and varied array of careers including law, business, or finance.

## Aims & Learning Outcomes:

The aims of this specification are to encourage learners to:

- develop an enthusiasm for studying business
- gain an holistic understanding of business in a range of contexts
- develop a critical understanding of organisations and their ability to meet society's needs and wants
- understand that business behaviour can be studied from a range of perspectives
- generate enterprising and creative approaches to business opportunities, problems and issues

