

AQA A-LEVEL BUSINESS YOUR LEARNING JOURNEY

KNOWLEDGE → ANALYSIS → EVALUATION → STRATEGIC THINKING

Understand business.
Analyse decisions.
Evaluate strategy.

YEAR 12

Build your foundations



YEAR 12 BUSINESS FUNDAMENTALS

- What is business?
- Managers, leadership & decision-making
- Marketing
- Operations
- Financial performance
- Human resource management



Focus:

Understand how businesses work and make decisions.



YEAR 12 BUSINESS PERFORMANCE

- **Marketing:** market research, segmentation, the marketing mix
- **Operations:** productivity, capacity, quality
- **Finance:** cash flow, profit, budgets, investment
- **Human resource management:** motivation, organisation, recruitment



Focus:

Use data and business tools to recommend improvements.



YEAR 13 STRATEGIC BUSINESS DECISIONS

- Analysing the strategic position
- Mission, objectives & strategy
- Financial and non-financial performance
- External influences and competitiveness
- Growth, diversification & internationalisation



Focus:

Where is the business now, what are the options, and what should it do next?



YEAR 13 GLOBAL BUSINESS

- Choosing a global strategy
- Globalisation and its impact
- International trade and protectionism
- Managing global operations
- Global marketing, finance and HR



Focus:

Understand global challenges and opportunities and how businesses respond.

EXAMS & YOUR FUTURE



REVISE & PRACTISE

- Apply knowledge to real business case studies
- Interpret data, charts and figures
- Build and balance arguments
- Analyse and evaluate using business context
- Practise past papers and exam technique



3 EXAM PAPERS

Paper 1: Business 1
(2 hours • 100 marks • 50%)

Paper 2: Business 2
(2 hours • 100 marks • 50%)

Paper 3: Business 3
(2 hours • 100 marks • 50%)

Each paper tests a different set of skills, all based on the whole course.



REAL-WORLD
CONTEXTS



BUSINESS
MODELS



QUANTITATIVE
SKILLS



INDEPENDENT
THINKING



BETTER
DECISIONS