



BUSINESS STUDIES



HEAD OF DEPARTMENT: MR WHATLEY
EXAMINATION BOARD: EDUQAS

SPECIFICATION: EDUQAS BUSINESS
QUALIFICATION: A-LEVEL BUSINESS

Do you want to find out why companies like Tesla thrive while others struggle? Ever wondered how businesses like Apple determine their pricing strategies? Curious about how global giants like Coca-Cola navigate international markets? Interested in understanding why brands like Nike are so influential in consumer behavior? These are the types of issues you will discuss during Truro School's A-Level Business course.

You are not required to have studied Business prior to A-Level. The course is a contemporary subject and the theory that is learnt in the classroom can be applied to the real world of business.

WHAT YOU WILL STUDY IN LOWER SIXTH

Lower Sixth Business students are encouraged to look at business organisations from both the inside and the outside, understanding the importance of stakeholders such as shareholders, employees and suppliers. At the start of the course you will focus on new business start-ups and small and medium-sized businesses (SMEs). Topics covered in the Lower Sixth include market research, marketing, human resources and operations management.

There are constant opportunities in the course to carry out research, work in groups and to present findings.

For example, in the Lower Sixth students will be asked to:

Identify and investigate two successful SMEs in the local area; interview the owners to find out the reasons for the success of their business.

Select three entrepreneurs and describe the nature of their business. Identify their particular skills and character traits and explain the reasons for their success.

Carry out project work on identifying a gap in the market and produce an outline business plan.

OUTSTANDING VALUE ADDED AND A-LEVEL RESULTS

In 2024, 22 out of 25 students achieved or exceeded ALPS.

In 2024, students achieved 76% A-B, 92% A-C

OUTSTANDING ACADEMIC SUPPORT

Small class sizes, 1:1 meetings and online resources and tests.

COMPREHENSIVE UCAS SUPPORT

1:1 guidance on building academic evidence and workshops on how to write excellent Business personal statements.

CHARACTER DEVELOPMENT

The Business department offers a real focus on developing the learning skills needed to succeed at university, for example debating, presenting and independent research. They also work collaboratively with other departments to deliver lectures on a range of relevant topics.

SUBJECT EXTENSIONS

Peter Jones 'Tycoon' challenge

WHERE WILL AN A-LEVEL IN BUSINESS STUDIES TAKE YOU?

Many of our students go on to read Business Studies at university, however the A-Level provides a good grounding in many subject areas and provides a breadth which enables students to go on to study a range of degree courses, undertake an apprenticeship or start their own business

For those not wanting to go to university, Business is an excellent introduction to how firms work, and would provide a good grounding for anyone wanting to start their own business, or join a training or apprenticeship scheme at an existing firm.

Business is a dynamic course which prepares students for the challenges of the 21st century by introducing them to the world of business. This subject helps to develop a wide range of skills, from communication to problem solving, time management, teamwork and decision making.

BABA



WHAT YOU WILL STUDY IN UPPER SIXTH

During the Upper Sixth you will build on the skills you have developed. One side of the course involves the handling and manipulating of business data. This aspect of the course includes problem-solving techniques and tools such as forecasting, decision trees and investment appraisal.

The other side of the A-Level year considers business strategy, the external environment and the international dimension of business. This part is challenging and will develop your ability to expand arguments and offer balanced evaluations. There will still be opportunities for research and group work in the Upper Sixth but there will also be much more focus on developing exam technique in readiness for the summer exams.

For example, in the Upper Sixth you will be asked to:

Use ratios to analyse the accounts of one plc per group and present findings.

Assess the impact of interest rates, inflation and unemployment on businesses.

Research the changing social trends in the UK and try to estimate how these changes could impact on businesses of different sizes and types.