

Business Studies

Astudiaethau Busnes

Level: 3

Syllabus: WJEC AS/ A2 Business Studies

Duration of Course: 1 / 2 Yrs

Course Venue: The John Frost School

Course Outline

This WJEC AS/ A2 course was accredited by the Welsh Government for first teaching from September 2015. The course retains traditional business theory whilst at the same time keeping abreast of the latest developments in business practice and the business environment especially the impact of changes in technology on businesses (for example, the impact of the internet on the way that people shop) and the way that business practice has changed due to the increased importance of globalisation. Learners will be encouraged to look at business organisations from both the inside and the outside and to understand the importance of all stakeholders. Learners will analyse the factors that affect the success of businesses but also develop awareness of the wider implications of business activity on individuals, society and the environment. One of the great attractions of business as a subject is that it is concerned with the 'real world'.

Entry Requirements

Students should have at least five GCSE passes, preferably with Maths and English, at grade C or above. Students which have achieved a Level 2 Business Studies or Finance qualification will also be considered.

What will I study?

Students will complete two units of study to achieve the AS equivalent:

Unit 1 Business Opportunities – In this unit students will study and learn, •Enterprise •Business plans •Markets •Market research •Business structure •Business location •Business finance •Business revenue and costs

Unit 2 Business Functions – In this unit students will study and learn, •Marketing •Finance •People in organisations (human resources) •Operations management

Unit 3 Business and Analysis Strategy - •Data analysis •Market analysis •Sales forecasting •Analysing financial performance •Analysing non-financial performance •Aims and objectives •Strategy and implementation •Decision-making models •Investment appraisal •Special orders

Unit 4 Business in a Changing World - •Change •Risk management •PEST factors •Ethical, legal and environmental factors •International trade •Globalisation •The European Union

How will I be assessed?

Paper 1 (75 minutes, 60 marks) Paper 1 combines short-answer questions with data response questions. The paper assesses the content in Unit 1 only.

Paper 2 (120 minutes, 80 marks) Paper 2 includes a number of data response questions, some requiring extended responses, to assess all the AS content.

All units will be graded as A* - E, U

Career Opportunities and Progression

The WJEC AS/ A2 Business Studies course provides an ideal foundation for students to progress to more advanced studies, apprenticeships and to the workplace.