



Business and Economics Department

AS and A Level Business

Exam Board: AQA

AS Level

1. What is business?
2. Managers, leadership and decision making
3. Decision making to improve marketing performance
4. Decision making to improve operational performance
5. Decision making to improve financial performance
6. Decision making to improve human resource performance

A Level

1. What is business?
2. Managers, leadership and decision making
3. Decision making to improve marketing performance
4. Decision making to improve operational performance
5. Decision making to improve financial performance
6. Decision making to improve human resource performance
7. Analysing the strategic position of a business
8. Choosing strategic direction
9. Strategic methods: how to pursue strategies
10. Managing strategic change

AS Level

1. What is business?

- a. Understanding the nature and purpose of business
- b. Understanding different business forms
- c. Understanding that businesses operate within an external environment

2. Managers, leadership and decision making

- a. Understanding management, leadership and decision making
- b. Understanding management decision making
- c. Understanding the role and importance of stakeholders

3. Decision making to improve marketing performance

- a. Setting marketing objectives
- b. Understanding markets and customers
- c. Making marketing decisions: segmentation, targeting, positioning
- d. Making marketing decisions: using the marketing mix

4. Decision making to improve operational performance

- a. Setting operational objectives
- b. Analysing operational performance
- c. Making operational decisions to improve performance: increasing efficiency and productivity
- d. Making operational decisions to improve performance: improving quality
- e. Making operational decisions to improve performance: Managing inventory and supply chains

5. Decision making to improve financial performance

- a. Setting financial objectives
- b. Analysing financial performance
- c. Making financial decisions: sources of finance
- d. Making financial decisions: improving cash flow and profits

6. Decision making to improve human resource performance

- a. Setting human resource objectives
- b. Analysing human resource performance
- c. Making human resource decisions: improving organisational design and managing the human resource flow
- d. Making human resource decisions: improving motivation and engagement
- e. Making human resource decisions: improving employer-employee relations

A Level

(1 to 6 above plus the content below)

7. Analysing the strategic position of a business

- a. Mission, corporate objectives and strategy
- b. Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis
- c. Analysing the existing internal position of a business to assess strengths and weaknesses: overall position
- d. Analysing the external environment to assess opportunities and threats: political and legal change
- e. Analysing the external environment to assess opportunities and threats: economic change
- f. Analysing the external environment to assess opportunities and threats: social and technological
- g. Analysing the external environment to assess opportunities and threats: the competitive environment
- h. Analysing strategic options investment appraisal

8. Choosing strategic direction

- a. Strategic direction: choosing which markets to compete in and what products to offer
- b. Strategic positioning: choosing how to compete

9. Strategic methods: how to pursue strategies

- a. Assessing a change in scale
- b. Assessing innovation
- c. Assessing internationalisation
- d. Assessing a greater use of digital technology

10. Managing strategic change

- a. Managing change
- b. Managing organisational culture
- c. Managing strategic implementation
- d. Problems with strategy and why strategies fail

Assessment

AS Level

Paper 1: Business 1	+	Paper 2: Business 2
What's assessed 1 to 6 above		What's assessed 1 to 6 above
Assessed <ul style="list-style-type: none"> written exam: 1 hour 30 minutes 80 marks in total 50% of AS 		Assessed <ul style="list-style-type: none"> written exam: 1 hour 30 minutes 80 marks in total 50% of AS
Questions Three compulsory sections: <ul style="list-style-type: none"> Section A has 10 multiple choice questions (MCQs) worth 10 marks Section B has short answer questions worth approximately 20 marks Section C has two data response stimuli with questions worth approximately 25 marks. 		Questions One compulsory case study consisting of approximately seven questions.

A Level

Paper 1: Business 1	+	Paper 2: Business 2	+	Paper 3: Business 3
What's assessed 1 to 10 above		What's assessed 1 to 10 above		What's assessed 1 to 10 above
Assessed <ul style="list-style-type: none"> written exam: 2 hours 100 marks in total 33.3% of A Level 		Assessed <ul style="list-style-type: none"> written exam: 2 hours 100 marks in total 33.3% of A Level 		Assessed <ul style="list-style-type: none"> written exam: 2 hours 100 marks in total 33.3% of A Level
Questions Three compulsory sections: <ul style="list-style-type: none"> Section A has 15 multiple choice questions (MCQs) worth 15 marks. Section B has short answer questions worth 35 marks. Sections C and D have two essay questions (Choice of one from two and one from two) worth 25 marks each. 		Questions Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		Questions One compulsory case study followed by approximately six questions.

All Saints
Catholic High School



Business and Economics Department

AS and A Level Economics

Exam Board: AQA



AS Level

The operation of markets and market failure

1. Economic methodology and the economic problem
2. Price determination in a competitive market
3. Production, costs and revenue
4. Competitive and concentrated markets
5. The market mechanism, market failure and government intervention in markets

The national economy in a global context

6. The measurement of macroeconomic performance
7. How the macroeconomy works: the circular flow of income, AD/AS analysis and related concepts
8. Economic performance
9. Macroeconomic policy

A Level

Individuals, firms, markets and market failure

1. Economic methodology and the economic problem
2. Individual economic decision making
3. Price determination in a competitive market
4. Production, costs and revenue
5. Perfect competition, imperfectly competitive markets and monopoly
6. The labour market
7. The distribution of income and wealth: poverty and inequality
8. The market mechanism, market failure and government intervention in markets

The national and international economy

9. The measure of macroeconomic performance
10. How the macroeconomy works: the circular flow of income, AD/AS analysis and related concepts
11. Economic performance
12. Financial markets and monetary policy
13. Fiscal policy and supply-side policies
14. The international economy

Assessment

AS Level

Paper 1: The operation of markets and market failure	+	Paper 2: The national economy in a global context
What's assessed 1 to 5 above for AS Level		What's assessed 6 to 9 above for AS Level
Assessed <ul style="list-style-type: none"> written exam: 1 hour 30 minutes 70 marks in total 50% of AS 		Assessed <ul style="list-style-type: none"> written exam: 1 hour 30 minutes 70 marks in total 50% of AS
Questions <ul style="list-style-type: none"> Section A has 20 multiple choice questions (MCQs) worth 20 marks Section B has data response questions requiring written answer, choice of one from two contexts worth 50 marks. 		Questions <ul style="list-style-type: none"> Section A has 20 multiple choice questions (MCQs) worth 20 marks Section B has data response questions requiring written answer, choice of one from two contexts worth 50 marks.

A Level

Paper 1: Markets and Market Failure	+	Paper 2: National and International Economy	+	Paper 3: Economic Principles and Issues
What's assessed 1 to 8 above for A Level		What's assessed 9 to 14 above for A Level		What's assessed 1 to 14 above for A Level
Assessed <ul style="list-style-type: none"> written exam: 2 hours 80 marks in total 33.3% of A Level 		Assessed <ul style="list-style-type: none"> written exam: 2 hours 80 marks in total 33.3% of A Level 		Assessed <ul style="list-style-type: none"> written exam: 2 hours 80 marks in total 33.3% of A Level
Questions <ul style="list-style-type: none"> Section A has data response questions requiring written answers, choice of one from two contexts worth 40 marks Section B has essay questions requiring written answers, choice of one from three worth 40 marks. 		Questions <ul style="list-style-type: none"> Section A has data response questions requiring written answers, choice of one from two contexts worth 40 marks Section B has essay questions requiring written answers, choice of one from three worth 40 marks. 		Questions <ul style="list-style-type: none"> Section A has multiple choice questions worth 30 marks. Section B has case study questions requiring written answers, worth 50 marks

