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The AQA course content is designed to engage students through topics and issues that are relevant in today's society, such as digital technology, business ethics and globalisation.

It gives students the opportunity to develop the knowledge and skills needed to analyse data, to think critically about issues and to make informed decisions; all skills that are needed for further study and employment in the business or management sector.

Exam Board: AQA

Course content

What is business? Managers, leadership and decision making, decision making to improve marketing performance, decision making to improve operational performance, decision making to improve financial performance and decision making to improve human resource performance.

Analysing the strategic position of a business, choosing strategic direction, strategic methods: how to pursue strategies and managing strategic change.

Assessed by three examinations sat at the end of year 13. Each paper is a 2-hour written exam worth 100 marks and equally weighted at 33.3%.

Preparation over the summer:

If you are keen to be part of the Business course in September, then we ask that you do some preparation over the summer.

We recommend you read the following books:

1. Management in 10 Words - Terry Leahy
2. The Upstarts - Brad Stone
3. What Money Can't Buy: The Moral Limits of Market - Michael J. Sandel
4. The Underdoing Project: A Friendship That Changed Our Minds - Michael Lewis

We recommend you watch the following documentaries:

Netflix - The Founder - McDonalds and American Factory - General Motors

Prime - Generation Start Up - Graduate Entrepreneurs and Pepsi vs Cola - Marketing Rivals

Task - we'd then like you to choose any entrepreneur and write a report. The report can take any format you feel is appropriate. You can write it as an essay, newspaper article, presentation, video, mock interview etc.

Success Criteria - Make sure you include all the following areas in your report.

- Why have you chosen this entrepreneur?
- Their background - where did they go to school, what did their parents do etc.
- How did they become an entrepreneur? E.g. Did they start a business at university?
- Why did they choose to set up their own business? What inspired them?
- A brief history of their company / companies / product. E.g. How did they get the money?
- Were there any problems along the way?
- What is their life like now? What keeps them motivated? Do they have any more things they want to do?
- What can you learn from them? This is KEY - what have you learned from their experience & how would this help you if you were to set up your own business?

We look forward to seeing you in September.