

### SUBJECT GUIDE:

Exam Board - OCR  
2 years - A Level

## WHY STUDY BUSINESS?

Business and related subjects finance, accounting, management and economics are among the most popular fields of study at universities worldwide, particularly at graduate level. Business graduates are in high demand worldwide, business touches on pretty much every aspect of modern human society, careers with a business degree are diverse and often highly paid!

## BUSINESS AT A LEVEL, OCR BOARD:

### Content Overview Assessment Overview **A Level - Part 1**

Content Overview	Assessment Overview	
<ul style="list-style-type: none"> <li>• Business objectives and strategic decisions</li> <li>• External influences facing businesses</li> <li>• Marketing and marketing strategies</li> <li>• Operational strategy</li> <li>• Human resources</li> <li>• Accounting and financial considerations</li> </ul>	The local business environment (01)* 60 marks, 1 hour 30 minutes, written paper	50% of total AS level
	The wider business environment (02)* 60 marks, 1 hour 30 minutes, written paper	50% of total AS level

### Content Overview Assessment Overview **A Level - Part 2**

Content Overview	Assessment Overview	
<ul style="list-style-type: none"> <li>• External influences facing businesses</li> <li>• Marketing and marketing strategies</li> <li>• Operational strategy</li> <li>• Human resources</li> <li>• Accounting and financial considerations</li> <li>• The global environment of business</li> </ul>	Operating in a local business environment (01*) 80 marks, 2 hour written paper	33.33% of total A-level
	The UK business environment (02*) 80 marks, 2 hour written paper	33.33% of total A-level
	The global business environment (03*) 80 marks, 2 hour written paper	33.33% of total A-level

## TYPES OF BUSINESS DEGREES:

The term 'business degrees' is typically understood to include a fairly wide group of courses, some highly specialized and others more interdisciplinary; some more academic and others primarily focused on practical professional development. You can categorize types of business degrees by level (ie. undergraduate, graduate, professional), and also by subject focus. Some of the areas of study likely to be covered by different types of business degrees, either directly or as supplementary elements, include:

- **Accounting**
- **Management Sciences**
- **Computer Sciences**
- **Finance**
- **Sociology**
- **Entrepreneurship**
- **Marketing**
- **Law**
- **Modern Languages**
- **Human Resource Management**
- **Quantitative Techniques (Mathematics)**
- **Strategic Management**
- **Economics**

## CAREERS WITH A BUSINESS DEGREE:

The combination of academic challenge and practical focus makes the prospect of studying a business degree highly appealing for those attracted to the competitive yet collaborative learning environment offered by many business schools and departments. You could also use your business degree to pursue roles within SMEs (small- to medium-sized enterprises), innovative new start-ups, charities, non-profit organizations and NGOs. If you have a bright idea and the knowledge to back it up, you may even consider launching your own business. Depending on your area of interest and the specialization of your business degree, possible careers with a business degree could include:

- **Management Consultancy**
- **Teaching/Training**
- **Marketing**
- **Trading**
- **Chartered Accountancy**
- **Market Research**
- **Advertising**
- **Retail Buying**
- **Personnel Officer**
- **Investment Banking**
- **Retail Management**
- **Public Relations Officer**
- **Bank Management**
- **Sales**
- **Distribution and Logistics Management**
- **Insurance Underwriting**
- **Consumer Products**

## TRANSFERABLE SKILLS GAINED FROM A BUSINESS DEGREE:

You can also expect to gain many valuable transferable skills, which can be put to use in both everyday life or if you decide to take a completely different career path. The skills gained from a business degree are likely to include:

- An understanding of how organizations operate
- Strong communication skills (oral and written)
- Analytical and critical thinking (Problem solving, Decision making, Logical thinking)
- Presentation and report writing skills
- Numeracy and an understanding of how to interpret and use financial data
- Self-motivation, initiative and effective time management

## THE BUSINESS DEPARTMENT

**Ms Fariha Quddus MBA** (Majors: Marketing; Finance and Economics)

**Subject Specialism:** Business and Economics

**The Course Length:** 6 hours per week for 2 years