

A-Level Business

What is Business?

Businesses supply us with all the goods and services we want. The old saying goes, 'The Consumer Is King'. However, businesses now operate in such a complex environment with massive competitive pressure that being successful at business is getting harder and harder in a world dominated by large multi-nationals. Therefore studying Business is all about appreciating how and why businesses make decisions about how they operate in an ever-changing world. The subject considers all aspects of business, from deciding on the best 5 year strategy to evaluating the best way to increase productivity in a production team.

What content does it include?

Business is traditionally divided into 4 sections; Marketing, Finance, Operations and Human Resources. Over the two years, you will cover a wide range of real-life business issues such as:

- How to survive in a recession
- How to choose the best people for the job
- How to structure and re-structure your business
- How to manage difficult people
- How to organise a successful advertising campaign
- How to increase sales through effective marketing
- How to control costs at the same time as expanding your business
- How to make the most efficient use of your resources
- Whether to invest in new technology

Why should you study Business?

At some point in our lives, we are all likely to work for a business or public organisation. Some of us will own our own businesses, but we all have to deal with the pressures they face. Therefore, appreciating how businesses operate and how to approach some of the key issues they face is critical. Whilst it is taught in a theoretical environment, the issues, decisions and results are from the real-world of business. Business, in real-life and in the subject itself, is not easy, yet the rewards from success can be significant.



Academic results

The department takes great pride in its academic results. Over the past 3 years, 83% of students have achieved an A* to B grade, with excellent progress scores. Business students generally out-perform their statistical expectations.

Extra-curricular opportunities

Whilst studying Business at SGGs, you will have the opportunity to take advantage of many extra-curricular activities including a possible European trip (previous destinations include Paris and Belgium), trips to City-based institutions in London, visits to local businesses and the opportunity to represent the school in the ICAEW's Business Planning competition where we have made the national finals in 2 out of the last 3 years.



Entry requirements

Aside from a level 6 in GCSE mathematics, we do not ask for any other formal entry requirements. Rather it is more important that you bring a keen interest in topical business events, such as the recent Credit Crunch and subsequent recovery, the business impact of the recent Brexit vote or the recent fall in Primera Airline's fortunes.

Future paths

Every year a large number of our students go on to study Business-related degrees at top universities – 80% of our current Year 13 Business class - however, over the past three years, the department has also supported some of our very best students to secure jobs or higher-level apprenticeships with PriceWaterhouseCoopers (Professional Services), Accenture (Management Consultancy), Mondelez (Fast Moving Consumer Goods), JP Morgan (Investment Banking), Lloyds (Commercial Banking) and Aston Martin (Procurement) in London and Birmingham, on paid schemes, as an alternative to university.



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