



<b>Head of Department :</b>	Mrs W Ball	<b>Exam Board :</b>	AQA	<b>Level:</b>	A Level
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Subject Content	
A Level	Assessment
<ul style="list-style-type: none"><li>• What is business?</li><li>• Managers, leadership and decision making</li><li>• Decision making to improve the following:-<ul style="list-style-type: none"><li>✓ Marketing performance</li><li>✓ Operational performance</li><li>✓ Financial performance</li><li>✓ Human resource performance</li></ul></li><li>• Analyzing the strategic position of a business</li><li>• Choosing strategic direction</li><li>• Strategic methods: how to pursue strategies</li><li>• Managing strategic change</li></ul>	<p><b>Three</b> external examinations as follows:-</p> <p>Written exam: 2 hour each 100 marks in total 33.3% of A-level weighting</p> <p><b>Paper 1</b> Three compulsory sections: Section A has 15 multiple choice questions (MCQs) worth 15 marks. Section B has short answer questions worth 35 marks. Section C has two essay questions (choice of one from two and one from two) each worth 25 marks.</p> <p><b>Paper 2</b> Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions</p> <p><b>Paper 3</b> One compulsory case study followed with approximately six questions</p>