

## COURSES OFFERED

- AS Level Business Studies
- AS Level Economics
- A2 Level Business Studies
- A2 Level Economics
- Applied AS Level Business
- Applied A2 Level Business

## ECONOMICS v BUSINESS

The two subjects are related, but distinctively separate subjects.

### Economics

This subject is more rigorous in its approach. It is based on an academic discipline, which requires the student to gain an understanding of theoretical concepts, which can be applied to gain an understanding of how the economy performs.

### Business Studies

This subject is more vocational in its approach. It is based on building an understanding of how business and their personnel operate and function. The course covers all aspects of running a business including human resources, finance, marketing and production. Students are encouraged to investigate real business issues and problems, taking increasing responsibility for their own learning.

**YOU CAN CHOOSE TO STUDY BOTH SUBJECTS AT AS LEVEL AND SPECIALISE IN ONE AREA AT A2**

## BUSINESS & ECONOMICS IN THE REAL WORLD

Business and Economics are both dynamic subjects which reflect what is happening in the real world.

In order to familiarise ourselves with this environment a number of visits are arranged. Students will have the opportunity to:-

- \* Visit a European city and see companies such as Coca Cola, Interbrew, National Bank and Stock Exchange and a European Parliament in action
- \* Attend a Business Conference in Manchester containing a variety of successful speakers from the business world
- \* Listen to and question local business people in some lessons
- \* Have an interview with a local Business Link Advisor to discuss their business projects
- \* Be part of a real business! Business and Economics students can participate in the Young Enterprise Scheme where they set up and run their own real business.

### POSSIBLE CAREER PATHS INCLUDE:-

- Accountancy
- Advertising and Marketing
- Banking and Financial Services
- Economic Analysts
- Human Resources
- Law

*(Note: There is a national shortage of Economists!)*

For more information contact:-  
Miss J Bartrop or Mr I Guildford

# BUSINESS STUDIES And ECONOMICS



MALBANK SCHOOL  
AND  
SIXTH FORM COLLEGE



## AS & A2 BUSINESS STUDIES

### AS BUSINESS STUDIES

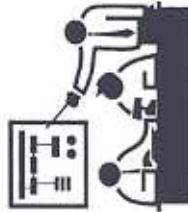
- \* Business Objectives and Strategy and External Influences
- \* Marketing, Accounts and Finance
- \* People and Operations Management

### A2 BUSINESS STUDIES

In Year 13, students who have studied Business at AS level may wish to continue their studies at A2 level.

This will cover the following areas:

Same units as Year 12, although in more depth.



### COURSE ASSESSMENT EXAM BOARD AQA

Assessment will be at the end of the year, with an exam covering each unit. There will be no coursework in Year 12, although part of the exam is based upon case study material.

## APPLIED AS & A2 LEVEL BUSINESS

### AS APPLIED BUSINESS

- \* Investigating Business
- \* People in Business
- \* Financial Planning & Monitoring

### A2 APPLIED BUSINESS

- \* Promotional Activities
- \* Financial Accounting for Managers
- \* Business Planning



### COURSE ASSESSMENT EXAM BOARD AQA

2/3 of the assessment will be based on a portfolio of evidence made up of coursework.  
1/3 of the assessment will be by an exam at the end of the year.

In Year 12, students must participate in the Young Enterprise Scheme on Wednesday afternoons.

## AS & A2 ECONOMICS

### AS ECONOMICS

- \* Market and market Failure
- \* The national economy
- \* Markets at work—The Housing Market

### A2 ECONOMICS

In Year 13, students who have studied Economics at AS level may wish to continue their studies at A2 level.

This will cover the following areas:

- \* Working as an economist—case study/coursework
- \* Business Economics and the distribution of income
- \* Government policy, the national and international economy



### COURSE ASSESSMENT EXAM BOARD AQA

Course assessment will be at the end of the year and will take place in a variety of formats:

- \* Multiple choice questions
- \* Data response
- \* Extended prose (essay) answers
- \* Coursework or case study