

BUSINESS STUDIES

One of the most popular subjects in the U.K. education system, Business Studies develops student skills in terms of analysing, interpreting and evaluating real life scenarios.

The course will cover creative aspects of Business such as marketing, advertising and communication strategies. Business Studies is rooted in real life and the students are able to make sense not only of the theories but also the environment around them. There are many opportunities to use your own practical, everyday knowledge.

There is a numerical element to the course that will support your evaluation of business strategies and suggestions. The course will develop your all round skills and contribute to making you a valuable asset to any potential employer.

To succeed at Business Studies you need to be literate, methodical and be able to evaluate by using balanced arguments. Like all subjects, dedication is important but the most successful students are the ones who apply their knowledge of the real world in the response to the questions that are set before them.

The career path following on from Business is wide and varied. Careers exist in journalism, music management, media as well as the more conventional commerce route. It's a generalist subject and as such can be applied in just about every conceivable industry.

Ultimately, Business Studies gives students the skills to succeed in everyday life and earn money.

EXAMINATION BOARD
AQA