

A-level Business Student case study

The value of studying our
specification and how it
prepares students.

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Demi Kuteyi

A-level Business student

Having taken A-levels in Business, English Literature and Physical Education, Demi is now studying Contemporary Literature at the University of Kent.



Demi spoke to us about his experience of studying the new [AQA A-level Business](#) qualification and how it has helped him in his current course.

Why I chose to study business

Although there was a sense of unease at being part of the first cohort to study the new specification, I was excited at the prospect of learning a new subject, having not studied it at GCSE level, and I especially enjoyed learning about marketing and the Ansoff Matrix. It also piqued an interest in the possibility of starting up a business of my own in the future.

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Getting to grips with the content

There was quite a lot of content to learn, especially as I didn't have a background in the subject, however I didn't find myself overworked and was able to find time to practise different exam techniques to find one that worked.

As someone who generally struggles with numbers, initially I did feel a little overwhelmed and intimidated at the amount of maths that was involved in the course, however I didn't find it too difficult to understand.

Preparing for and taking the exam

I felt prepared for the exams by having a good understanding of the models and theories, knowing the sorts of questions to expect and the structure in which they would appear on the paper. This really helped me to feel at ease before entering the exam hall.

There were a good range of questions throughout the papers. I preferred the [short answer questions](#) as I felt they were a real test of content knowledge which played to my strengths.

“There were a good range of questions throughout the papers”

It was useful to have access to the mark schemes after completing [practice papers](#) to see how I could improve, especially on essay question answers where I sometimes fell short of what the question was asking for.

Putting my skills into practice

Although my university course is not business related, I have been able to construct concise arguments in my Contemporary Literature work – a skill I learnt during my A-level Business course.



T: 01483 477863

E: business-studies@aqa.org.uk

aqa.org.uk