

Entry Requirement:

Grade 5 in GCSE Business if studied or Grade 5 in GCSE English.

Awarding body: Edexcel

About the subject: A Level Business is an enjoyable and rewarding course. It is suitable for students who have a lively and enquiring mind and a willingness to explore new ideas. The course aims to provide knowledge and understanding of business activity and also to develop useful skills to higher education or employment. The course focuses on the dynamic nature of the contemporary business works. Students will get opportunities to put their ideas, opinions, independence of thought and initiative to practical use and development of transferable skills which are relevant to the world we live in.

Studying Business Studies at A Level can lead to a career in Marketing, Management, Banking, Accounting, Finance, HR and Law as well as degrees in Business, Management, Human Resources, Accountancy, Law, Finance, and Economics.

Topic content-

- **Theme 1:** Marketing and People - Marketing mix, managing people, meeting customer needs and leadership qualities.
- **Theme 2:** Managing a Business - Raising finance, managing finance, resource management, external influences.
- **Theme 3:** Business Decisions and Strategy - Business objectives and strategy, business growth, decision making techniques, assessing competitiveness and managing change.
- **Theme 4:** Global Business - Globalisation, global marketing, business expansion, global industries.

Assessments

Students will be externally examined in June of the second year across three papers:

- **Paper 1** – Marketing, people and global businesses – 35%
- **Paper 2** – Business activities, decisions and strategy – 35%
- **Paper 3** – Investigating business in a competitive environment – 30%

Examinations will comprise of data response questions and extended open response questions.