



Business Studies



Overview

This course requires students to develop practical and theoretical knowledge and understanding of:

- Marketing and People- Students will develop an understanding of: marketing, customer needs, the market, marketing mix and strategy, managing people, entrepreneurs and leadership
- Managing business activities- Students will develop an understanding of: raising finance, financial planning, managing finance, resource management and external influences.
- Business decisions and strategy- Students will develop an understanding of: Business objectives and strategy, Business growth, Decision-making techniques, Influences on business decisions, assessing competitiveness and Managing change.
- Global business- Students will develop an understanding of: Globalisation, Global markets and business expansion, Global marketing, Global industries and companies (multinational corporations).

Requirements

Grade 6 in Maths and History or Geography. If you have studied Business at GCSE then a grade 6 would also be expected in this. You do NOT need to have studied GCSE Business Studies but should have a keen interest in the subject.

Exam Board



<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

Assessment

The A level qualification is Assessed by 3 x 2 hour external examinations.

Paper 1 - 100 marks - One third of assessment

Units 1 – Marketing and People and Unit 4 Global Business

Paper 2 - 100 marks - One third of assessment

Unit 2 Managing Business Activities and Unit 3 Business decisions and strategies

Paper 3- 100 marks, One third of assessment

A synoptic paper assessing aspects from all 4 Units.

Progression and Career Opportunities

A knowledge of business and business processes can be useful in many different jobs including roles within the administrative and clerical job family, accountancy, banking and finance, and retail sales and customer services. It will also be useful if you are thinking about setting up your own business or being self-employed in the future. It will also give you a head start for those students who want to continue into higher education and sit degrees in Business, Economics, Accountancy, Finance etc

“Studying this course has allowed me to see how an effective business should operate and therefore has given me a real insight into how I would operate with in a business or maybe even how I would run my own business.”