

# A – Level Business

## A-Level Business 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).

### Topics Studied

- Market Research
- Entrepreneurs and leaders
- Managing People
- Sources of Business Finance
- Resource Management
- Financial Planning
- Business objectives and Strategies
- Global Marketing



*“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.”*

## Assessment:

- Paper 1 – Marketing, People and Global Business – 100 marks – 2hrs
- Paper 2 – Business activities, decisions and strategy – 100 marks – 2hrs
- Paper 3 – Investigating business in a competitive environment – 100 marks – 2hrs

## Entry Requirements:

Grade 5 in Business  
or  
Grade 5 in English Literature and Language

## Specification

[Pearson's A-Level Business](#)



## Progression and Career Opportunities:

A knowledge of business can be useful in many 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 and Finance.

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