



# A Level Business

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**Exam Board:** EDEXCEL

## Overview of the course:

Business is front page news. The way companies operate is under greater scrutiny than ever before and TV programmes such as The Apprentice and Dragon's Den have raised the profile of the subject further.

In studying Business, you will find out:

- Key business terms, concepts, theories and models of how individuals and organisations are affected by business decisions.
- How to apply your knowledge and understanding to real business contexts and situations.
- How to analyse influences that internally and externally impact on businesses and individuals.
- How to use quantitative and qualitative information to make recommendations, judgements and propose solutions to business issues.

## What will you study?

The linear course looks at the following topics:

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders
- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influences
- Business objectives and strategy
- Business growth
- Decision-making techniques
- Influences on business decisions
- Assessing competitiveness
- Managing change
- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies.

## Assessment

The assessment will be three two hour written exams taken at the end of Year 13.

**Paper 1:** Marketing, people and global businesses  
35% of A Level

**Paper 2:** Business activities, decisions and strategy  
35% of A Level

**Paper 3:** Investigating business in a competitive environment. 30% of A Level

Each paper will comprise of two sections; each section will have one data response question broken down into a number of parts, including one extended open-response question. For Paper 3, there will be a pre-released context document issued. The context will focus on a broad context, such as an industry or market in which businesses operate.

### Transferrable Skills:

Underpinning these units you will be carrying out calculations, interpreting data, thinking critically about issues and making informed decisions – all skills that are needed for further study and employment. We also aim to participate in events with other colleges and schools including the Student Investor Challenge and the ICAEW Business and Accountancy Competition. We plan to link with guests from the world of business to bring practical application of the theories and knowledge aspects of the course.

### Higher Education

Irrespective of your degree course, most institutes of Higher Education include a business based unit in their courses to help students' degrees relate to the business world.

### Possible career path?

As a main subject this could lead to a career in accounting, business law or personnel.

### Entry requirements

Five GCSEs Grade 9-5, including Mathematics and English to Grade 6.

If you have not studied Business at GCSE level, this should not be a significant problem but you must have achieved a Grade 6 at GCSE Maths **and** English. You may also need to do some extra work and reading around topics as they are covered.