

Business

A Level Business provides students with a relevant and useful understanding of how businesses operate, develop and expand in the modern and ever-changing industry landscape.

It is very much an 'applied subject' meaning it gives students a chance to learn through real-life business contexts and case studies covering both small and large firms, looking at things such as how businesses are structured, financed and run, and the attributes of successful entrepreneurship and what makes a good leader.

Students will develop a wide range of transferable skills and commercial awareness valued by both universities and employers.



COURSE CONTENT

The course is structured around 4 key themes:

Theme 1 – Marketing and People

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders

Theme 2 – Managing Business

- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influences

Theme 3 – Business Decisions and Strategy

- Business objectives and strategy
- Business growth
- Decision-making techniques
- Analysing competitiveness
- Managing change

Theme 4 – Global Business

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies (multinational corporations)

ASSESSMENT

All course content is examined at the end of the two-year course:

Paper 1:

Marketing, People and Global Business. Topics in themes 1 & 4. 2 hours. 35% of final marks.

Paper 2:

Business Activities, Decisions and Strategy. Topics in themes 2 and 3. 2 hours. 35% of final marks.

Paper 3:

Investigating Business in a Competitive Environment. Testing topics across all four themes, based upon a case study released in November before the exam. 2 hours. 30% of final marks.

ENRICHMENT

The department runs a number of trips to different businesses to gain insight into how firms in different sectors market their products, what they do to stay ahead of the competition and just what it takes to run a firm today. Previous trips have included Chelsea FC, Thorpe Park, Fullers Brewery and Drusilla's.

FUTURE PATHWAYS

Students who study Business A Level are well placed to go on to study a variety of courses at degree level or to join an apprenticeship or apprenticeship degree course. It combines well with a range of social science, humanities and mathematics subjects, leading to university courses in areas such as Management, Marketing, Human Resources, Law and Accountancy.

EXAM BOARD

EDEXCEL 9BS0

SKILLS REQUIRED

Some maths is involved, but not above GCSE level. Good writing skills are essential as students have to appraise different options for businesses via essays. We expect a willingness to follow the business news to understand what different sectors and firms are facing in a rapidly changing world. A good level of curiosity about the economy and the world, in general, is useful.



Hear from our Students

Scan to listen

