

Business A Level (Edexcel)	
Programme of Study:	
<p>Year 1 In the first year you will cover two learning areas.</p> <p>Theme 1: Marketing and People</p> <ul style="list-style-type: none"> • Meeting customer needs • The market • Marketing mix and strategy • Managing people • Entrepreneurs and leaders <p>Theme 2: Managing Business Activities</p> <ul style="list-style-type: none"> • Raising finance • Financial planning • Managing finance • Resource management • External influences <p>There is a significant emphasis on using quantitative mathematical methods to analyse data in order to suggest strategies for business scenarios.</p>	<p>Year 2 In the second year you will build on that solid knowledge-base with another two themes</p> <p>Theme 3: Business Decisions and Strategy</p> <ul style="list-style-type: none"> • Business decisions and strategy • Business growth • Decision-making techniques • Influences on business decisions • Assess no competitiveness • Managing change <p>Theme 4: Global Business</p> <ul style="list-style-type: none"> • Globalisation • Global markets and business • Expansion • Global marketing • Global industries and companies (multinational corporations)
<p>Assessment</p> <p>There are 3 exams sat at the end of the A level course. All 3 exams are 2 hours long. Paper 1 will examine content from theme 1 and 4. Paper 2 will examine content from theme 2 and 3. Paper 3 will examine content synoptically across all 4 themes and will be based on a pre-release case study research task. The research task is released in the December before the summer exams. Paper 1 and 2 each attribute 35% of the final mark, whilst paper 3 makes up the final 30%.</p>	

Entry Requirements

Students must achieve a minimum of a grade 6 in Business. If a student has not studied Business, students will need a 6 in English Language AND Maths.

Recommended Reading and Subject Enrichment

Students should read Economics and Business news to better understand the content taught. We often organise visits to the Bank of England, Europa House and revision conferences.

Higher Education and Career Pathways

Students often go on to study Business related subjects at degree level. Students often choose to pursue a career in fields ranging from banking, sales, product management and general management to working in public sector organisations or charities.

Complimentary Subjects

Maths and Geography A levels are excellent choices that support students in their attainment in Business. If students do not take A level Maths, we do recommend they study Core Maths as their enrichment choice..