

BUSINESS

Board: Pearson Edexcel

The Business A Level is structured into four coherent themes to explore the world of business.

Through the study of Business it is hoped that students will

- develop a critical understanding of organisations and their ability to meet society's needs and wants
- generate enterprising and creative approaches to business opportunities, problems and issues
- be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis

The course structure

	Theme	Content
AS Level	Marketing and People	<ul style="list-style-type: none">• Meeting customer needs• The market• Marketing mix and strategy• Managing people• Entrepreneurs and leaders.
	Managing Business Activity	<ul style="list-style-type: none">• Raising finance• Financial planning• Managing finance• Resource management• External influences.
The A Level is made up of the AS content above plus that detailed below and is studied across 2 years.		
A Level	Business Decisions and Strategy	<ul style="list-style-type: none">• Business objectives and strategy• Business growth• Decision-making techniques• Influences on business decisions• Assessing competitiveness• Managing change
	Global Business	<ul style="list-style-type: none">• Globalisation• Global markets and business expansion• Global marketing• Global industries and companies

The AS topics are examined in two 1 ½ hr exams – containing data response and essay questions.

The A Level is examined over three 2hr exams, 2 of which are data response questions/essay questions and the third exam is a pre released case study paper.

Why study Business?

Because you are interested in how a business is started and then managed rather than the external influences and the “bigger picture” of the economy, you are interested in how decisions are made and the analysis of the data required to make these decisions and you have an interest in the management of a larger firm as it grows and operates.

You CAN choose A Level Economics and A Level Business but you need to know that this will not be a problem with university choices later on as some institutions may not accept both.

What can Business A Level lead to?

This route is going to lend itself to students who may want to start and run their own business as well as work in larger organisations, including international firms. Business A Level covers a wide range of topic areas, with students able to go on to study Human Resources, Finance/Accounting, Operations Management and Marketing, as well as Business management degrees.

For further information contact Mr Tingey