

Business

Awarding body: Edexcel

Qualification: A/S and A Level

Method of assessment: Assessment is by written examinations only.

Course entry requirement: For all students, good literacy and numeracy skills are required and therefore students should have a minimum grade 4 or above in GCSE Mathematics and English.

Course description and what it will be like:

Theme 1: Marketing & People	Theme 2: Managing business activities
Students will develop an understanding of: <ul style="list-style-type: none"> ● meeting customer needs ● the market ● marketing mix and strategy ● managing people ● entrepreneurs and leaders 	Students will develop an understanding of: <ul style="list-style-type: none"> ● raising finance ● financial planning ● managing finance ● resource management ● external influences
Theme 3: Business decisions & strategy	Theme 4: Global business
This theme develops the concepts introduced in Theme 2. Students will develop an understanding of: <ul style="list-style-type: none"> ● business objectives and strategy ● business growth ● decision-making techniques ● influences on business decisions ● assessing competitiveness ● managing change 	This theme develops the concepts introduced in Theme 1. Students will develop an understanding of: <ul style="list-style-type: none"> ● globalisation ● global markets and business expansion ● global marketing ● global industries and companies

Specification and Units of Study

Paper 1 Marketing, people and global business	Paper 2 Business activities, decisions and strategy	Paper 3 Investigating business in a competitive environment
2hr paper (35% of the A level)	2hr paper (35% of the A level)	2 hr paper (30% of the A level)
Questions will be drawn from Themes 1 and 4, and from local, national and global contexts	Questions will be drawn from Themes 2 and 3, and from local, national and global contexts	A pre-release document will direct the questioning. This paper will assess content across all four themes

Opportunities for Progression and Career Prospects:

There are a number Business related degree courses that students can progress on to in Higher Education. A study of Business can also provide a sound foundation for careers in a wide range of areas in industry, commerce and finance.