Business A Level

Subject Lead: Mr S Barnes
Email: sbarnes6srl@nsix.org.uk

Key topics covered

Theme 1 – Marketing and people
- Meeting customer needs and the market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders

Theme 2 – Managing business
- Raising finance
- Financial planning
- Managing finance
- Resource management

Theme 3 – Business decisions and strategy
- Business objectives and strategy
- Business growth and decision-making techniques
- Influences on business decisions
- Assessing competitiveness and managing

Theme 4 – Global business
- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies

Recommended Textbook and/or resources

Course textbook:

Edexcel AS/A-level Business
ISBN: 978-1-4479-8354-5

Recommended Revision guide:
CGP -Edexcel AS/A-level Business complete revision and practice
ISBN: 978-1-78908—242-5

Useful website for resources:

Tutor2u - Offers free student resources including revision notes, videos and quizzes.

Useful websites for Business news and data:
BBC Business

Why Study the Subject/what students Like about it

- The Business course provides the basis for our students (the next wave of entrepreneurs and employees) to set up their own businesses and not only understand a business' place in the business world (as a competitor and driving force of the economy), but their own place within the business world (as an employee, customer, voter, and member of the community).
- Business is an engaging, interesting and constantly evolving subject. Business is everywhere and can be applied to any topical issue or debate. The course will provide the key knowledge of what businesses are, how they are set up and run, how they grow, how they interact and compete and reasons why businesses succeed or fail.
- Strong exam results – 93% A*-C grades and 69% A*-B grades over the last three years.
- Vast career prospects and earning potential (see below for possible career routes)

Opportunities outside the classroom

- Talks from external providers on university courses, subject content or career prospects
- Links to employers and virtual work experience

Future progression/career routes

University degrees, apprenticeships and roles available in areas which include (but are not limited to) the following: Accountancy, Advertising, Banking, Investment and Financial services, Human Resources Management, Sales and marketing, Digital Media, Business adviser, Business analyst, Investment banker, Data analyst, Insurance underwriter. Below are details of past students:

- Arran – UEA – Degree in Economics and finance
- Callum – Apprenticeship in accounting at External Accounts
- Natalie - University of Lincoln - Degree in Business and Management
- Alice – Nottingham Trent – Degree in accounting and finance



