

A Level Business

What is Business?

The Edexcel A Level Business course encourages the practical application of business concepts through the use of ‘real world’ examples and case studies. The syllabus reflects contemporary issues, such as enterprise skills, global marketing, recruitment, finance and external issues, such as Brexit, social attitudes, new technologies, etc.

Why study Business?

The course enables students to acquire a range of important, transferable skills that are valued by universities and employers, such as numeracy, literacy, communications skills, decision-making techniques and analytical skills. Students also are expected to critically examine businesses from a range of viewpoints.

What makes a successful Business student?

Students of Business are expected to take an interest in business issues in the news. It is vital that these examples are incorporated into the more theoretical aspects of the course. The examinations require thorough preparation and students are required to undertake independent research and develop study skills beyond the classroom.

To study this course, what qualifications will I need and in which subjects?

Business students do **NOT** need to have studied GCSE Business Studies or any other previous business course. Students need to be competent in English and be confident with basic mathematical principles.

What is the structure of A Level Business?

Year 12	Year 13
<p>Theme 1 – Marketing and people</p> <ul style="list-style-type: none"> • Meeting customer needs and the market • Marketing mix and strategy • Managing people • Entrepreneurs and leaders 	<p>Theme 3 – Business decisions and strategy</p> <ul style="list-style-type: none"> • Business objectives and strategy • Business growth and decision making techniques • Influences on business decisions • Assessing competitiveness and managing change
<p>Theme 2 – Managing business</p> <ul style="list-style-type: none"> • Raising finance • Financial planning • Managing finance • Resource management 	<p>Theme 4 – Global business</p> <ul style="list-style-type: none"> • Globalisation • Global markets and business expansion • Global marketing • Global industries and companies

Assessment – THREE 2-hour exam papers at the end of Year 13. The questions are a mixture of short answer, calculations, data response and longer essays based on a case study. For further information see www.edexcel.com

What opportunities are there for me to study beyond the classroom?

Students are encouraged to consider issues beyond the classroom and most lessons will focus on topical issues. It is important students do not see Business as a theoretical concept but apply their work to current businesses.

What kind of career does this subject/qualification prepare me for?

Business Studies is one of the most popular courses at university. It comes in many forms and can be combined with other subjects or can be refined to distinct specialisms such as Accounting, Marketing, Human Resource Management, International Business and Logistics, to name a few.