



A Level

Business

What Entry Requirements Do I Need?

A minimum of four GCSE's at a grade 4 or above. The study of GCSE Business Studies is not a pre-requisite to take the subject at A Level.

What Will I Learn on This Course?

There are four broad "themes" covered during the two-year course. Theme one and theme two are studied in year 12, theme three and theme four are studied in year 13, with the content as follows:

Theme one: Marketing and people

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders

Theme two: Managing business activities

- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influences

Theme three: Business decisions and strategy

- Business objectives and strategy
- Business growth
- Decision-making techniques
- Influences on business decisions
- Assessing competitiveness
- Managing change

Theme four: Global business

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies (multinational corporations)

How Will I Be Assessed?

All four themes will be assessed in three examination papers with all examinations taking place in the summer of the second year. Paper one examines theme one and four with paper two examining themes two and three. Both of these papers are worth 35% each. Paper three examines all four themes and also contains a pre-release case study which looks at an industry or market in which businesses operate, this is worth 30% of the overall grade.

What Kind of Person Studies This Course?

Businesses are fundamental to everyday life and whatever you do, businesses have in some way played a part. Business explores how organisations operate and how they are affected by the changing world around them. If you have an enquiring mind, enjoy developing knowledge and skill in a practical way and want to study a fun and relevant subject, then business is for you!

Why Study Business at A Level?

Business Studies A-level is a great choice for anyone interested in the world of commerce and entrepreneurship. It is a good way to prepare for university courses in the fields of business and management, and to equip yourself with the know-how to start up your own business or follow a career in finance, accounting, marketing or management post university. You will also explore the interrelated nature of business activities and how they affect businesses, be they large or small, UK or internationally focussed and in different sectors such as service or manufacturing.

Through Business Studies A-level, you will have the opportunity to engage with the world of business through the context of current business developments and real business situations. You will learn how management, leadership and decision-making can improve performance in marketing, operational, financial and human resources.

Where Will Business Lead Me?

There are many opportunities open to students with an A Level in Business. Many banks and accountancy practices take students with a good A Level grade for employment and training at the age of eighteen. For those looking towards university, degrees in business studies or economics are widely available. In addition, many business students take management degrees or take a degree in an aspect of the course that they have particularly enjoyed, for example marketing and/or finance.