

Business (EDEXCEL)

ABOUT THE COURSE

A Level Business will give you an exciting insight into the dynamic world of business. It is not just a theoretical subject, it is about real life. This combination of academic challenge and practical focus makes the prospect of studying A Level Business highly appealing. You will learn about businesses and the way they operate in today's society. You will investigate problems which businesses are currently facing and use your initiative to develop possible solutions.

COURSE AIMS

- Develop an enthusiasm for studying business
- gain an holistic understanding of business in a range of contexts
- develop a critical understanding of organisations and their ability to meet society's needs and wants
- understand that business behaviour can be studied from a range of perspectives
- 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
- apply numerical skills in a range of business contexts.

HOW WILL YOU BE ASSESSED?

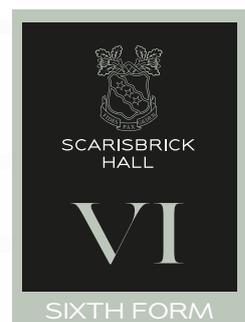
- 100% exam based with 3 (2 Hour) exam papers taken at the end of the course which are based on case studies of three real businesses.
- Opportunity to demonstrate your quantitative, reflective and decision-making business skills to solve business problems

COURSE REQUIREMENTS

The subject requires a reasonable level of numeracy but students must also have the ability to apply knowledge and understanding to a variety of business scenarios and make appropriate and justified decisions. The ability to analyse & evaluate information and write in a coherent, logical and discursive style is therefore very important. It is NOT necessary to have studied GCSE business.

Why choose A Level Business?

- **All of us will have dealings with business throughout our careers, whether as an employee, owner, supplier, or customer. Studying business will give you an important understanding of the functions of business and opens up a range of possibilities within the world of work, enterprise, further and higher education**
- **Business helps develop a range of transferable skills which are essential for the world in which we live**
- **It is a valuable respected entrance qualification for university**
- **Business is an interesting and challenging learning experience**



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WHAT ARE THE BENEFITS?

- An interesting and challenging learning experience which includes debates, lively discussion, industrial visits, guest speakers, the use of the internet and social media
- The opportunity to put your ideas, opinions, independence of thought and initiative to practical use
- The development of transferable skills which are relevant to the world we live in – problem solving, creative thinking, research, evaluation, communication, personal development and decision-making.
- Opens up a range of possibilities in the world of work, enterprise, further and higher education
- A valuable and well respected entrance qualification for university

WHAT WILL I STUDY?

The course consist of four areas of study

MARKETING AND PEOPLE:

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

MANAGING BUSINESS ACTIVITIES:

- Raising finance
- Financial Planning
- Managing Finance
- Resource Management
- External Influences

BUSINESS DECISIONS AND STRATEGY:

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

GLOBAL BUSINESS:

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies

WHERE CAN A LEVEL BUSINESS TAKE ME?

Many Business students go on to study business related degrees. It provides:

- An excellent base for a university degree such as business, management, accountancy, law, finance, politics, economics and psychology. Careers with a business degree are diverse and have high earning potential.
- A range of career possibilities including banking, insurance, advertising, distribution, sales, accounting, law, education, government and business consultancy. Business skills which touch on every part of our modern society are in high demand worldwide and often well paid.
- Entrepreneurship and the benefits of running your own business.

EXTRA CURRICULAR ACTIVITIES

All pupils who take Business will also get the chance to set up and run their own business within the sixth form. As such they will be able to apply the knowledge gained in the course to a practical setting, experiencing some of the pitfalls and realities of modern day practice. Students will also benefit from a variety of industrial visits and outside speakers.

