



BUSINESS

Entry Requirement: At least Grade 6 in GCSE Economics or Business if it has been followed. All students must achieve at least Grade 6 in GCSE English Language and Maths.

PLEASE NOTE: Business A Level CANNOT be taken in combination with Economics A Level.

Examination Board: Edexcel

What do I need to know or be able to do before taking this course?

This is an interesting time to study the world of business. Thanks to the Apprentice and Dragons Den, most of us have an insight into the challenges of setting up and running a small business. However, we are less likely to understand what is involved in running a large national or international business such as Tesco or Apple. The media presents both positive and negative stories about the business world. On the positive side, we read stories about entrepreneurs who have risked everything to invent or develop a new product or service that improves the quality of our lives, possibly creating jobs for others and increasing the country's exports. On the negative side, we read stories about well known businesses avoiding taxes, exploiting their workers or suppliers, paying unfair bonuses, overstating their profits, mis-selling products or damaging the environment. This course will give students an insight into what it takes to set up and run a successful business.

Course Content and Assessment

Students will study the following topic areas:

- Theme 1: Marketing and People
 - Meeting customer needs
 - The Market
 - The Marketing Mix and Strategy
 - Managing People
 - Entrepreneurs and Leaders

- Theme 2: Managing Business Activities
 - Raising Finance
 - Financial Planning
 - Managing Finance
 - Resource Management
 - External Influences

- Theme 3: Business Decisions and Strategy
 - Business Objectives and Strategy
 - Business Growth
 - Decision Making Techniques
 - Influences on Business Decisions
 - Assessing Competitiveness
 - Managing Change

- Theme 4: Global Business
 - Globalisation
 - Global Markets and Business Strategy
 - Global Marketing
 - Global Industries and Multinational Corporations

The course will allow students to:

- gain an holistic understanding of business in a range of contexts
- study different types of businesses across a range of different industries and international markets
- 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
- take a more strategic view of business opportunities, problems and issues
- acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis.

Assessment

A Level Business is assessed through three examination papers. There is no coursework element to the qualification. All examinations will take place in June of Year 13.

Paper One

This paper tests knowledge and understanding of theme 1 and theme 3. The paper is split into part A and part B and is out of 100 marks. The paper is worth 35% of the overall A Level grade.

Paper Two

This paper tests knowledge and understanding of theme 2 and theme 4. The paper is split into part A and part B and is out of 100 marks. The paper is worth 35% of the overall A Level grade.

Paper Three

This paper is based on a pre-released case study and contextual market information. Students will be expected to do their own research before the examination. They will not be able to take any of their research into the examination, but will be expected to make use of it in their examination answers. The paper is worth 30% of the overall A Level grade.

Teaching and Learning Methods

A wide variety of activities can be expected, such as:

- Contributing to and writing brief notes on each topic.
- Sharing the news stories students have followed, including discussing their relevance to economics.
- Discussing the impact of political decisions, such as BREXIT and trade deals on businesses and consumers.
- Using financial information and formulas to calculate performance indicators about different businesses.
- Working in small groups to prepare presentations and wall displays on key topics.
- Debating the merits of different business theories.
- Deepening your understanding of topics by supporting Year 10 and 11 Business students.

Homework

- Research tasks on the topics being covered.
- Tracking and evaluating changes in the business environment and the fortunes of individual businesses.
- Preparing for in class tests
- Completing examination style questions

Materials

Students will need to buy an approved textbook. This will be purchased through school so that you get a discount. Other books will be recommended by your teachers.