

BUSINESS STUDIES

WHY STUDY THIS COURSE?

A level Business Studies provides students with the opportunities to develop important skills and relevant tools that equip them with the skills and knowledge to set up their own business, move into employment or progress onto university. A level Business Studies is relevant to the world around us and provides you with an understanding of what makes a successful business and why other businesses fail. Business Studies is a relevant course which will help you to make the most of your future career.

COURSE DETAILS

Qualification: A level Business Studies

Awarding Body: Edexcel

Entry Requirements: 5 GCSE grades A*- C/4+ including both English language and maths plus a C grade in business studies if studied at GCSE level

Theme 1: Marketing and People

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

Theme 2: Managing Business Activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

Theme 3: Business Decisions and Strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

Theme 3: Business Decisions and Strategy

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).

COURSE STRUCTURE & ASSESSMENT

Paper 1 - Marketing, people & global businesses (2 hours, 100 marks), will assess marketing, people and global businesses.

Paper 2 Business activities, decisions and strategy (2 hours, 100 marks) will assess business finance and operations, business decisions and strategy.

Paper 3 Investigating business in a competitive environment (2 hours, 100 marks) will assess content across all four themes.

Questions will be drawn from local, national and global contexts. For Paper 3, there will be a pre-released context document. The context will focus on a broad context, such as an industry or market in which businesses operate. The question paper will be in two sections. The first section will focus on the broad context provided. The second section will focus on at least one strand within the context provided, such as a particular business. Each section will contain unseen stimulus materials comprising quantitative and qualitative evidence. Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination. Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.