



BUSINESS

What will I learn?

Theme 1: Marketing and people

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

Theme 3: Business decisions and strategy

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

Theme 2: Managing business activities

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

Theme 4: Global business

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

Qualification

A-Level

Start Date

September 2020

Finish Date

June 2022

How will I be assessed?

Paper 1 - Marketing, people and global businesses – 35% of your entire ' A-Level - 2 hours. One data response question and one extended open response question. Questions based on local, national and global businesses.

Paper 2 - Business activities, decisions and strategy - 35% of your entire A-Level - 2 hours.

Each question is drawn from managing business activities and marketing strategy. One data response question and one extended open response question. Questions based on local, national and global businesses.

Paper 3 - Investigating business in a competitive environment - 30% of your entire A-Level - 2 hours.

Section A and B will focus on a pre released topic and will assess all two years' worth of work. This is a synoptic paper.

Future opportunities

For those going on to Higher Education, Business will provide you with skills which you can transfer into a number of different subjects. Students will be taught independent learning skills, as well as writing in depth to form high level analytical arguments, using a variety of different data forms.

When in employment students will learn a variety of different skills and have knowledge of all areas of a business. Students will not only ascertain an A-Level qualification but also be able to build their CV with a knowledge of Customer Service, Marketing, Finance, Operations and Employment Law which may give them the edge in an increasingly competitive environment.

Entry Requirements

Grade 4 in GCSE Maths
AND
Grade 5 in GCSE English