

Sixth Form Choices

A Level Business

Why take this subject?

The specification for Business A level aims to help you develop an understanding of business organisations, the market they serve and the process of adding value. You will be considering business behaviour from a variety of perspectives, incorporating the interests of all stakeholders, using an investigative, problem solving and integrated approach.

What do I need to have studied at GCSE?

It is not essential to have studied Business in Years 10 and 11 in order to take this subject, however, students should achieve a grade 5 or above in Maths and English for the financial aspects of the course as well as the extended essay writing exam questions.

What will we study?

Year 1: AS

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 and managing finance
- Financial planning
- Resource management
- External influences.

Year two: A2

Theme 3 Business decisions

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
- ❖ Managing change.

Theme 4 Global businesses

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).

How will I be examined?

Three external exams in year two:

- Paper 1: Marketing, people and global businesses 35% of final qualification
- Paper 2: Business activities, decisions and strategy 35% of final qualification
- Paper 3: Investigating business in a competitive environment 30% of final qualification

What super curricular opportunities will be available to me?

Throughout the course students are offered various trips.

What can this subject lead to?

This course can lead to employment in various aspects of business such as Accounting, Marketing, Human Resources and much more, as well as opportunities with apprenticeships and Higher Education.