



A-LEVEL BUSINESS

Why should I choose this subject to study at A Level?

Business Studies is a highly relevant and interesting subject, both for progression to university or directly into business management. The Business elements have an enterprise theme, allowing them to gain skills and understanding directly relevant to the management of business or management of their own business, in either a domestic or international context. During this course students develop an understanding of how markets, national economies and international economies work and interact.

What will I study?

Year 12 –

- **Theme 1: Marketing and People** - marketing strategy, managing people.
- **Theme 2: Managing Business Activities** – finance, resource management and external influences upon firms.

Year 13 –

- **Theme 3: Business Decisions and Strategy** – builds upon theme 2; business decision making, managing change, business strategy.
- **Theme 4: Global Issues** – builds upon theme 1; multinationals, globalisation and global marketing strategies.

How will I be assessed?

Assessment will be through examination at the end of the second year of study.

- Paper 1 – Marketing, people and global business [35% of total marks]
- Paper 2 – Business activities, decisions and strategy. [35% of total marks]
- Paper 3 – Investigating business. [30% of total marks]. Assessment of all four themes through questions based on a pre-released context document, plus unseen stimulus material to allow quantitative and qualitative analysis.

In addition most of the students will take the external AS examination at the end of Year 12 comprising two papers, for theme 1 and 2. This is a stand-alone qualification that will not contribute to the A level marks, but will be a valuable benchmark assessment.

Who can I talk to if I want to know more?

- Mrs Henderson or Mr Hulme (Head of Business).
- You can obtain a copy of the syllabus (Edexcel GCE A Level) and other materials from the exam board:

http://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694_GCE2015_A_BUS_WEB.PDF