



A LEVEL Business Edexcel

WHAT DO I NEED TO KNOW OR BE ABLE TO DO BEFORE TAKING THIS COURSE?

Students should be confident in formulating written responses and manipulating data. An interest in current business and economics affairs is vital. Students need to have obtained a grade 5 in GCSE English and Maths.

GCSE Business Studies is not essential, although if taken, a grade 5 is required, or a Level 2 Merit in Cambridge Nationals Business.

WHAT WILL I LEARN ON THIS ADVANCED GCE COURSE?

Through four themes, students will develop an understanding of the following:

What will I do?

- Research topical issues
- Develop analytical and evaluation skills
- Consider real life business case studies and draw conclusions from them
- Learn to apply practical business concepts to your own ideas

The four themes are examined through three papers:

Paper 1: Marketing, people and global businesses (35% of the total qualification). Questions will be drawn from Themes 1 and 4, and from local, national and global contexts

Paper 2: Business activities, decisions and strategy (35% of the total qualification). Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

Paper 3: Investigating business in a competitive environment (30% of the total qualification). Questions will be drawn from all four themes, and from local, national and global contexts.

Pre-release material, which will focus firstly on an industry or market in which businesses operate, and secondly on a specific business within that industry, will provide the context for this paper.

For what kind of student is this course suitable?

Anyone who is interested in studying the theory and practice behind the real world of business both in the UK and internationally.

An opportunity to attend a trip to Jaguar will also be available.

Theme 2: Marketing and people	Theme 2: Managing business activities
<ul style="list-style-type: none"> • Meeting customer needs • The Market • Marketing mix and marketing strategy • Managing people • Entrepreneurs and leaders 	<ul style="list-style-type: none"> • Raising finance • Financial planning • Managing finance • Resource management • External influences
Theme 3: Business decisions and strategy (develops the concepts introduced in Theme 2)	Theme 4: Global business (develops the concepts introduced in Theme 1)
<ul style="list-style-type: none"> • Business objectives and strategy • Business growth • Decision-making techniques • Influences on business decisions • Assessing competitiveness • Managing change 	<ul style="list-style-type: none"> • Globalisation • Global markets and business expansion • Global marketing • Global industries and multinational corporations

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