

Business [Level 3: AS / A Level]

EDEXCEL

INTRODUCTION:

Business is the academic study of different types of organisations and the main functions that are involved in producing and selling a good or service.

To enjoy the subject you need to be interested in the news and current business programmes, be prepared to question the activities of businesses you visit and like to discuss ideas and make recommendations based on evidence and theory.

CONTENT:

Year 12:

Theme 1: Marketing and people

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

Theme 2: Managing Business Activity

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

Year 13:

Theme 3: Business Decisions and Strategy

- business objectives, strategy and business growth
- decision-making techniques
- managing change.

Theme 4: Global Business

- globalisation
- global markets and business expansion
- global marketing

ENTRY REQUIREMENTS / SUITABILITY:

GCSE Business Studies is not required but if studied a minimum of a grade 6.

English and Mathematics GCSE grade 5. Students must be confident with numerical information.

LEADS TO:

An associated Degree, Foundation degrees & Modern apprenticeships

Setting up your own business – the course will give the overall understanding and the skills required.

Most students will work in an organisation at some point where understanding of the ideas will be relevant.

EXTERNAL ASSESSMENT:

		Paper Length Weighting	
Paper 1:	Marketing, People and Global business	120 mins	35%
Paper 2:	Managing business activities, Business decisions and strategy	120 mins	35%
Paper 3:	Investigating business in a competitive environment	120 mins	30%

Assessment methods range from multiple-choice questions, calculations, short answer questions and essay questions based upon business contexts.