

A-LEVEL BUSINESS STUDIES



WHY STUDY BUSINESS STUDIES AT A-LEVEL?

You are introduced to business in Themes 1 and 2 through building knowledge of core business concepts such as marketing and finance; applying them to business contexts to help you develop a broad understanding of how businesses work. Throughout your time you will develop a breadth and depth of knowledge and understanding, along being able to apply your knowledge to a wider range of contexts and more complex business information, which is delivered through Themes 3 and 4. You are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.

<https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694-gce2015-a-bus-web.pdf>

TOPICS STUDIED

Theme 1: Marketing and People

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

Theme 2: Managing business activities

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

Theme 3: Business decisions and strategy

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

Theme 4: Global business

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies

ASSESSMENT STRUCTURE

There are 3 examinations papers

PAPERS 1 & 2

Each has two sections (A and B).

- One data response question broken down into a number of parts
- One open response question
- Both papers use source material
- Look at local, national and global perspectives.
- 2 hours
- 100 marks each

PAPER 3

Assesses content across all four themes and is based on a pre released context document

- 2 hours
- 100 marks each

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ENTRY REQUIREMENTS

Grade 6 in GCSE Business (where studied)

Grade 6 in GCSE Maths

CAREER PATHWAY

Business is a popular choice at A-Level and many students go on to study Business at university. Some students will opt for business related courses such as Marketing, Economics, Accounting, Law, Politics, Business Management or Psychology of Business. Business Studies often works well with a Language or Sport Studies at university. Some students choose to enter the workforce after school in areas such as finance, retail, marketing and manufacturing, which may be through an apprenticeship or permanent post. Occasionally students choose to start their own business.

IS THIS COURSE FOR ME?

Yes, if you want to look at the world of Business from both an internal and external point of view. We also go global, where you'll learn about the reasons why many UK firms are now increasingly looking towards markets in the rapidly industrialising developing world for expansion opportunities. You will understand why countries such as Brazil, India, China and Mexico may well replace the USA and the EU and become the UK's major trading partners in the second half of the 21st century. You will begin to shape your own thinking to questions such as: "Was it a good decision to leave the EU?"

You'll get to hear some interesting success stories and along with anecdotes and true facts about the amazing world around you. You will also learn about how to set up a run a business and perhaps you can see what style of leader you will be in the future?

NEED MORE INFORMATION?

Please contact Mrs Lawrence, Subject Lead Business Studies, alawrence@lighthall.co.uk

READING LIST

- The Tipping Point: How Little Things Can Make a Big Difference - Malcolm Gladwell
- The Google Story - David A. Vise
- Quiet leadership – Carlo Ancelotti
- The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer – Jeffrey Liker
- Business Stripped Bare: Adventures of a Global Entrepreneur - Sir Richard Branson
- Shoe Dog: A memoir by the Creator of NIKE – Phil Knight
- Lean in: Women, Work and the Will to lead – Nell Scovell and Sheryl Sandberg