



St Mary Redcliffe  
and Temple School

# Business



# Business

Exam board : EDEXCEL

Specification no : 8BSO (AS) / 9BS0 (A Level)

**This is a two year linear A level course** - The AS content forms the first half of the A level content and can be assessed at the end of Year 12 to provide an AS Level qualification if the student has performed to a suitably high standard and opts not to proceed. Otherwise, the two years of content are assessed at the end of Year 13 to give the A level grade.

## Course Delivery:

A Level Business students experience a range of teaching and learning experiences, with much use made of case study material and real life business scenarios. As success in exams depends on students' problem-solving abilities, many lessons focus on typical business problems, which students solve using relevant concepts, theories and skills. Students are encouraged to become independent learners and develop the ability to research, develop and present their findings. Collaborating in teams and small groups is common; with participants guiding and helping each other to develop skills and solve problems.

## AS content and Assessment:

Theme 1: Marketing and people	Theme 2: Managing business activities
Students will develop an understanding of: <ul style="list-style-type: none"><li>meeting customer needs</li><li>the market</li><li>marketing mix and strategy</li><li>managing people</li><li>entrepreneurs and leaders.</li></ul>	Students will develop an understanding of: <ul style="list-style-type: none"><li>raising finance</li><li>financial planning</li><li>managing finance</li><li>resource management</li><li>external influences.</li></ul>
<b>Paper 1: Marketing and people</b>	
<b>*Paper code: 8BS0/01</b>	
<ul style="list-style-type: none"><li>Externally assessed</li><li>Availability: May/June</li></ul>	<b>50% of the total</b>
<b>Paper 2: Managing business activities</b>	
<b>*Paper code: 8BS0/02</b>	
<ul style="list-style-type: none"><li>Externally assessed</li><li>Availability: May/June</li></ul>	<b>50% of the total</b>

## **A Level Content and Assessment: (includes themes 1,2,3,4)**

### **Theme 3: Business decisions and strategy**

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
- assessing competitiveness
- managing change.

### **Theme 4: Global business**

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).

### **Paper 1: Marketing, people and global businesses**

**\*Paper code: 9BS0/01**

### **Paper 2: Business activities, decisions and strategy**

**\*Paper code: 9BS0/02**

### **Paper 3: Investigating business in a competitive environment**

**\*Paper code: 9BS0/03**

Students of this course study business in a variety of contexts (e.g. large/small, UK focused/ global, service/manufacturing) and consider:

- \*the competitive environment and the markets in which businesses operate
- \* the influences on functional decisions and plans including ethical and environmental issues
- \* the factors that might determine whether a decision is successful (e.g. the quality of data and the degree of risk or uncertainty)
- \* how technology is changing the way decisions are made and how businesses operate and compete
- \* use of quantitative and qualitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages).

#### **Strategic decision making (A-level only)**

The study of strategic decision-making build on prior study of decision-making techniques and processes in the functional areas of businesses.

## **Entry requirements:**

It is not mandatory for students to have studied Business or Economics at GCSE but they should have achieved at least grade 5 if this is the case. A minimum of grade 5 in Maths is required in addition to the normal entry requirements.

## **Skills & personal qualities required / developed by course:**

The course will suit students who have a lively, enquiring mind and who enjoy learning about real issues. A genuine interest in Business and current affairs will greatly improve a student's enjoyment of the subject and will have a significant influence on their performance. Participation in activities such as Young Enterprise, volunteer projects or competitions will enable students to develop many business-relevant qualities and skills; including communication, research, self-discipline, presentation and management.

Students will be encouraged to read the business section of quality newspapers, use online sources of business information and watch business related TV programmes. Collecting and curating Business related stories in Apps like Pinterest, LinkedIn or news-feeds is also encouraged.

## **Visits / resources:**

All students will receive a course companion and supplementary materials. Handouts are supplied for most topics where they are not available in digital formats. Visits will include taking part in student conferences organised by the exam board and other providers, working with other schools/colleges, taking part in schools competitions such as Entrepreneur live and Proshare. Depending on the interests of the group, other visits have previously taken place to study a business at work. These visits have included a Marketing Conference in Theatre Land in London, a visit to TV studios to study the Business of Television, visits to the Bank of England and the Stock Exchange in London.

## **Recommended reading / websites:**

<a href="http://www.Thisismoney.co.uk">www.Thisismoney.co.uk</a>	<a href="http://www.Tutor2u.net">www.Tutor2u.net</a>	<a href="http://www.Bized.ac.uk">www.Bized.ac.uk</a>
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Background Reading: There are many entertaining business authors, these include Charles Handy, Thomas Peters, Micheal Porter, Frank Knight and Robert Waterman.

For further information:

Subject Leader: Mr P Lyons-White

## **Business FAQs:**

**Q** - *"What subjects go with Business?"*

**A** – Pretty much all of them, but we find business combines particularly well with Maths, English, Social Science and careers-focused subjects

**Q** - *"Will there be lots of homework?"*

**A** – You will be expected to develop what you have learned in lessons using available resources, as well as completing regular assessments and independent research tasks.

**Q** - *"Will I have to present to others in class?"*

**A** – Presentations are not mandatory, but we will encourage you to share and discuss ideas (just as you would in Business)

**Q** - *"What can I do with a Business A-Level?"*

**A** - It's more a question of what can't you do. Ex-students have gone on into Business Management, Marketing, Law, E-commerce, Finance, Accounting, Network Development, Promotion and of course, started their own business ventures.

**Q** - *"Should I combine Business and Economics?"*

**A** – This can certainly be done, and we often find some of our more ambitious students make this combination – in many cases moving on to very successful positions or careers

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