

Business

Exam board : EDEXCEL

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

Link to the Specification: [Edexcel AS and A level Business](#)

[2015 | Pearson qualifications](#)



Content:

Topic	Assessment	A Level %
Theme 1 and Theme 4	Paper 1	33%
Theme 2 and 3	Paper 2	33%
Themes 1-4(Synoptic)	Paper 3	33%

Course Delivery: A Level Business uses a variety of teaching and learning styles. Much use is made of case study material and real life businesses. As success in exams depends on students' problem-solving abilities, many lessons will be centred on typical business problems which students will be required to solve using relevant theories. Students are encouraged to become independent learners and the use of individual research and class presentations is much encouraged. Students are also encouraged to work as part of a team, guiding and helping each other to develop skills and solve problems.

Course Content:

Theme 1: Marketing and people

Students will develop an understanding of:

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

Theme 2: Managing business activities

Students will develop an understanding of:

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

Course Content cont.

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).

Entry requirements:

Students do not have to have studied Business Studies or Economics at GCSE but should have at least 5 in this if studied. At least grade 5 in Maths is required in addition to the normal entry requirements.

Resources:

All students will be issued with a course companion resource and supplementary materials. Handouts are supplied to cover most of the topics. 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 Student Investor. 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.

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. An interest in current affairs will greatly improve a student's enjoyment of the subject and will help improve their final result. Taking part in Young Enterprise activities will enable students will develop many skills, including communication, research, presentation and business skills

Students will be encouraged to read the business section of quality newspapers and use online sources of business news and to watch business related TV programmes. Saving Business related stories is also encouraged.

Recommended reading / websites :

https://senecalearning.com/en-GB/blog/the-ultimate-gcse-a-level-revision-guide/	www.Tutor2u.net/business	www.businessinsider.com
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Background Reading: There are many entertaining business authors, these include Charles Handy, Thomas Peters and Robert Waterman.

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