

Course Description:

This course is structured into four themes and consists of three externally examined papers.

In Year 12 students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work.

In Year 13 students develop breadth and depth of knowledge with applications to a wider range of contexts. This is developed in Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues.

Course Content:

Students 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.

Theme 1: Marketing and People

Theme 2: Managing Business

Theme 3: Business Decisions and Strategy

Theme 4: Global Business

Within these themes students will gain an understanding of:

- Meeting customer needs
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders
- Raising finance
- Resource management
- External influences
- Business objectives and strategy
- Decision-making techniques
- Assessing competitiveness
- Globalization
- Global markets and business expansion

Assessment:

Three examinations that require students to answer questions based on data provided.

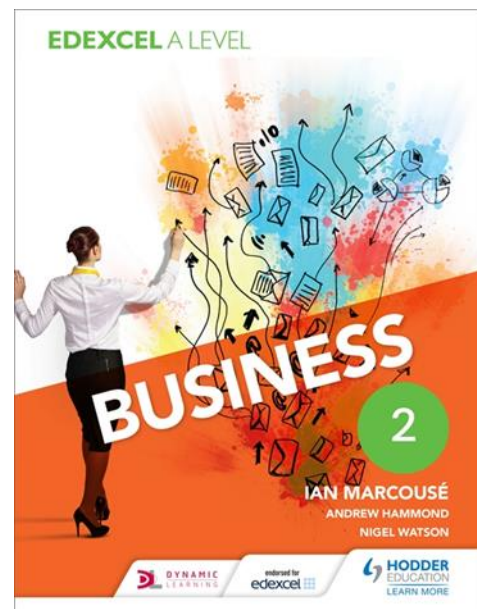
Entry Requirements:

If you have studied GCSE Business or BTEC Business you will need at least grade 5 or Merit, alongside grade 5 in Maths and English.

What our students say:

"I really enjoyed the finance study in Business, I also studied Maths at A-Level so moving on to Economics at University was a logical decision for me."

Emma, former Y13 student



Future opportunities:

It can lead you into a wide range of careers. Economics graduates typically go on to work in general management, financial services, accountancy and education. The A Level qualification will be welcomed by a wide variety of employers and educational institutions.