

A-Level Business Studies

Entry Requirements: 5 in English Language and 5 in Maths.

Exam Board: Edexcel

Subject Leader: Mr C Mehat cmehat@taptonschool.co.uk

- **Theme 1: Marketing and People**
 - Meeting customers' 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 of business decisions
 - Assessing competitiveness
 - Managing change
- **Theme 4: Global business**
 - Globalisation
 - Global markets and expansion
 - Global marketing
 - Global industries and companies

Main Syllabus Area

A-Level Business is a very relevant and interesting subject, which covers a range of topical concerns to students who are consumers, will in the future be employees (and employers!) and to those who are interested in the welfare of society generally. Business organisations vary in size, ownership, objectives and most certainly in how they go about achieving those objectives. The business environment, in which firms operate, is increasingly complex and fiercely competitive, having a huge effect on us all - sometimes for the better, sometimes for the worse! The course helps students understand the background to the business decision making process, encouraging them to establish informed opinions and views.

Theme 1 students develop an understanding of how businesses identify opportunities and they will explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment.

This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders. Theme 3

moves from functions to strategy, enabling students to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues.

Theme 2 enables students to develop an understanding of raising and managing finance and measuring business performance. The theme outlines the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Students

also consider the external influences that have an impact on businesses, including economic and legal factors. Study gives students the opportunity to develop a range of skills including analysing, problem solving, decision making and interpreting data in a variety of formats. In Theme 4, Students investigate businesses that trade on a global scale and explore their reasons for doing so. Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.

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Method of Assessment

There are 3 exam papers at **A-Level**, all lasting 2 hours each.

- Paper 1 worth 35% of the A-Level. It assesses theme 1 and 4 and includes two case studies with a mixture of short and longer answer questions.
- Paper 2, worth 35% of the A-Level. It assesses theme 2 and 3 and includes two case studies with a mixture of short and longer answer questions.
- Paper 3, worth 30% of the A-Level. It assesses all 4 themes and includes a pre-released context with data response questions and two extended questions.

Qualities Required

- An interest in/awareness of current affairs
- A desire to engage in regular background reading.
- An inquisitive mind
- A willingness and ability to work independently, showing initiative, organisation and perseverance.
- An ability to communicate effectively.
- An ability to use and interpret data with some confidence.

Links with other subjects

As with Economics, the subject complements study of other Humanities (Geography, Politics, Sociology) or Mathematics and is increasingly a good combination with a Foreign Language.

Career Prospects

The subject is a useful background course for study in a variety of areas and of course offers bright prospects for employment across a breadth of opportunities e.g. sales, accounting, management, public relations etc. For students likely to be considering self-employment, the subject would be particularly useful and the combination with a modern foreign language could open opportunities across the EU.

Extension and enrichment opportunities

The subject offers opportunities for students to explore the real business world by visiting organisations. We are keen to exploit the development of the subject by inviting business practitioners into school, building on links with the business community and giving students the possibility of actively engaging in business activity themselves.

Reading list

- Tutor2u reference website <https://tutor2u.net/business/reference>
- Tutor2u blog <https://www.tutor2u.net/business/blog>
- BBC Business <https://www.bbc.co.uk/news/business>

- AS/A-level Business revision guide - [AS/A Level Business Revision Guide and Workbook](#)
- Tutor2u knowledge book <https://www.tutor2u.net/business/store/edexcel-a-level-business-knowledge-book>
- Tutor2u calculation practice book <https://www.tutor2u.net/business/store/edexcel-a-level-business-calculation-practice-book>
- The Entrepreneur's Book of Checklists: 1000 tips to help you start and grow your business (Robert Ashton) [Brilliant Checklists for Entrepreneurs](#)
- Freakonomics - [Freakonomics Revised and Expanded Edition](#)
- The Upstarts [The Upstarts](#)
- Inside the factory <https://www.bbc.co.uk/programmes/b07mddqk>
- Panorama: Amazon, what they know about us <https://www.bbc.co.uk/programmes/m000fjdz>
- The Founder
- The Big Short
- Smartest Men in the Room
- Dirty Money
- Four Horseman
- Broken