



# Business A-Level

**Awarding Body: Edexcel**

**Level: A-Level**

## Introduction

Business is a dynamic subject. You will learn about the diverse nature of business enterprise and the interdependence of the various parts of the business world. You will explore business success and business failure, investigate local, national and global business markets, and understand how businesses need to adapt and respond strategically to the changing environment in which they operate to survive and grow. The constant evolutionary process makes business a fascinating subject.

## Content included within the two years:

In Theme 1 and Theme 2, you will learn about how businesses work. You will be introduced to the Marketing and People functions before investigating entrepreneurs and business start-ups. You will also explore how business finance and operations work, and understand the impact of external influences.

Theme 3 and Them 4 move from functions to strategy. You will explore influences on business strategy and decision-making, and understand how businesses mitigate risk and uncertainty. You will also explore global business and the opportunities and issues facing businesses in today's global world.

### 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.

### 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).

## **The A-Level will consist of the following examinations:**

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

35% of the total qualification – Externally assessed

Paper 1 will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national and global contexts

Duration: 2 hours

100 marks availability

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

35% of the total qualification – Externally assessed

Paper 2 will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

Duration: 2 hours

100 marks availability

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

30% of the total qualification – Externally assessed

Paper 3 will assess content across all four themes. Questions will be drawn from local, national and global contexts. For Paper 3, there will be a pre-released context document issued in November of the previous year.

The context will focus on a broad context, such as an industry or market in which businesses operate.

Students are required to apply their knowledge and understanding from Themes 1, 2, 3, and 4 and their understanding of the broad context to this evidence.

Duration: 2 hours

100 marks availability

## **What you need**

At least a grade 5 in GCSE Business Studies, Maths and English.

## **Career and further study**

Through studying business, you will develop transferable skills that will prepare you for studying at university or moving into the world of work. You will become skilled in making decisions, solving problems, applying numerical skills including understanding finance and working with data, and understanding business environment. You will also develop commercial awareness.

Suitable higher education courses include business management, accountancy and finance, marketing, tourism and international business.

Business students can also progress to a wide range of careers, such as banking, sales, product management and general management, to working in public sector organisations or charities.