

Exam Board:	<i>Edexcel</i>
Qualification:	<i>9BS0/01, 9BS0/02, 9BS0/03</i>
Assessment Information:	<i>3 exams at the end of Year 13, each 2 hours</i>
Link to official specification	

Department Information:

*The A-Level Business Studies course offered by the Edexcel exam board provides students with a comprehensive understanding of business concepts and practices. The course is structured into four key themes: **Theme 1** (Year 12) focuses on Marketing and People, examining how businesses engage with customers and manage their workforce. **Theme 2** (Year 12) explores Managing Business Activities, covering topics like finance, operations, and external influences. **Theme 3** (Year 13) delves into Business Decisions and Strategy, emphasizing strategic planning and decision-making processes. **Theme 4** (Year 13) addresses Global Business, discussing international markets and global trade.*

*Students are assessed through **three written exams at the end of the course**. Each exam covers specific themes and requires the application of theoretical knowledge to real-world business scenarios. Upon completion, students are well-prepared for higher education in fields such as Business, Economics, Marketing, and Finance, or for entering the business world directly, equipped with essential analytical and decision-making **skills**.*

ACHIEVE in the curriculum:

- **Ambitious:** *The course encourages ambitious thinking by challenging students with complex business concepts and real-world scenarios, motivating them to understand and apply high-level strategic thinking.*
- **Collaborative:** *Group projects and discussions foster teamwork and collaborative skills, as students work together to analyse case studies and develop business strategies.*
- **Happy:** *The course promotes a positive learning environment by engaging students with interactive content and practical examples, which helps maintain their interest and enjoyment in the subject.*
- **Integrity:** *Ethical considerations in business practices are emphasized, teaching students the importance of integrity in decision-making and the impact of ethical behaviour on business success.*
- **Endurance:** *The rigorous nature of the coursework, including extensive research, case study analysis, and exam preparation, builds students' endurance and resilience in handling complex problems.*
- **Versatility:** *The broad range of topics covered, from marketing to finance, equips students with versatile skills applicable across various business functions and industries.*
- **Excellence:** *High standards of analysis, critical thinking, and presentation are expected throughout the course, encouraging students to strive for excellence in their understanding and application of business principles.*

Curriculum Aims & Intent:

The A-Level Business course under the Edexcel exam board aims to equip students with a **comprehensive understanding of the business world**, preparing them for both **higher education and employment**. The core intent of the course is to develop learners' **analytical and evaluative skills** through the study of real-world business scenarios and concepts.

The course content is divided into **four themes**:

- **Marketing and People:** This theme focuses on the importance of marketing and the role of human resources in business success. Students learn about market research, the marketing mix, and strategies to attract and retain customers. Additionally, they study motivation theories, leadership styles, and the management of people.
- **Managing Business Activities:** This section covers the operational and financial aspects of running a business. Topics include financial planning, sources of finance, and methods of improving operational efficiency. Learners gain insights into how businesses manage cash flow, budgets, and break-even analysis.
- **Business Decisions and Strategy:** This theme delves into strategic decision-making and the analysis of business performance. Students explore strategic planning tools, such as SWOT and PESTLE analysis, and the significance of corporate strategy in achieving business objectives. They also examine the impact of external factors on business decisions and performance.
- **Global Business:** The final theme broadens the scope to international business operations. Students study globalization, international trade, and the challenges and opportunities of operating in a global market. They learn about the influence of multinational corporations and the ethical considerations of global business practices.

By the end of the course, learners will understand key business concepts, from marketing and finance to strategy and global operations. They will be able to **apply theoretical knowledge to real-world business problems, analyse business data, and evaluate the impact of business decisions**. The course fosters **critical thinking, problem-solving, and decision-making skills**, preparing students for **further education** in business or related fields and for **various business career paths**.

Resources:

Edexcel AS/A level Business 5th edition Student Book ISBN: 9781447983545

Revision guides:

- CGP A-Level Business ISBN-13978-1789082425
- Revise Edexcel AS/A level Business Revision Guide & Workbook ISBN: 9781292213217

<https://www.tutor2u.net/search?q=a+level+business+edexcel+revision>

How we keep parents informed:

Year 12 - Progress reports are published 4 times per year, in October, January, March and July, with a face-to-face parents' evening in November.

How parents can help their child:

Support with RE-CALL of key words and points via student revision notes or revision guide

Encourage and support with timed practice questions at home (students to apply exam structures taught in the classroom).

What we study and when:

Term	Unit, Topic / Knowledge, Understanding & Skills Developed ACHIEVE / Personal Development Focus How The Work Is Assessed	Careers Links
1	<p>1.1 Meeting Customer Needs This unit explores how businesses identify and meet customer needs, focusing on understanding different types of customers, market research, segmentation, targeting, and positioning. It covers the importance of adapting to customer demands and ensuring customer satisfaction. Skills Gained: Market research skills, customer analysis, segmentation and targeting strategies, critical thinking, and problem-solving.</p> <ul style="list-style-type: none"> • Ambitious: Understanding and meeting customer needs drives innovation and growth, pushing students to think big and aim for excellence in satisfying consumer demands. • Collaborative: Successfully identifying and fulfilling customer needs often requires teamwork, encouraging students to work together, share ideas, and develop collaborative solutions. • Happy: Satisfying customer needs results in customer satisfaction and loyalty, which can reflect the value of creating a positive and fulfilling experience in both business and student learning. • Integrity: Meeting customer needs with honesty and transparency builds trust and aligns with ethical business practices, teaching students the importance of integrity. • Endurance: Continuously adapting to meet changing customer needs requires persistence and resilience, encouraging students to persevere through challenges. • Versatility: Meeting diverse customer needs demands flexibility and adaptability, qualities that students can apply in their approach to learning. • Excellence: Striving to exceed customer expectations reinforces the pursuit of excellence in both business and academic performance. <p>1.4 Managing People This unit examines human resource management, including recruitment, selection, training, and motivation. It also covers organizational structures, leadership styles, and how to manage and lead teams effectively. Skills Gained: HR management skills, leadership and teamwork, understanding organizational behaviour, and communication skills.</p>	<p>Careers: Customer Service Manager, Market Research Analyst, Product Manager, Sales Executive.</p> <p>Explanation: Understanding customer needs is essential in roles that involve direct interaction with customers or in developing products/services that meet market demands. Customer Service Managers focus on ensuring customer satisfaction, while Market Research Analysts gather insights into customer preferences to guide product development.</p> <p>Careers: Human Resources Manager, Operations Manager, Talent Acquisition Specialist, Team Leader.</p>

	<ul style="list-style-type: none"> • Ambitious: Effective people management inspires ambition, motivating individuals and teams to achieve their highest potential. • Collaborative: Managing people inherently involves fostering collaboration, teamwork, and a shared vision, teaching students the importance of working together. • Happy: Good management creates a positive work environment, which can be reflected in the value of happiness in both business and academic settings. • Integrity: Ethical leadership and fair treatment of employees underscore the importance of integrity in managing people. • Endurance: Managing people through challenges requires endurance and resilience, qualities that students can learn to apply in their studies. • Versatility: Adapting management styles to different situations and individuals highlights the need for versatility, teaching students to be flexible in their approach. • Excellence: Effective management that leads to high performance and productivity reflects a commitment to excellence, mirroring the pursuit of academic success. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>Explanation: Managing people involves roles focused on recruitment, employee relations, performance management, and organizational development. HR Managers are responsible for overall people management within an organization, while Operations Managers oversee the efficient functioning of teams.</p>
<p>2</p>	<p>1.2 The Market This section delves into the different types of markets (e.g., mass and niche markets), market dynamics, and market growth. It also looks at competition and how businesses position themselves within a market.</p> <p>Skills Gained: Analytical skills in market trends, understanding competitive dynamics, and strategic market positioning.</p> <ul style="list-style-type: none"> • Ambitious: Understanding the market encourages students to think strategically about opportunities for growth and success, fostering an ambitious mind-set. • Collaborative: Analysing the market often requires collaboration among team members to gather data and insights, promoting teamwork. • Happy: A deep understanding of the market can lead to successful business strategies that satisfy stakeholders, fostering a positive and rewarding environment. • Integrity: Ethical market behaviour, such as fair competition and honest advertising, teaches students the value of integrity in business. • Endurance: Navigating market fluctuations requires resilience and perseverance, teaching students the importance of enduring through tough times. • Versatility: Understanding the complexities of the market requires adaptability, encouraging students to be versatile in their learning and problem-solving approaches. • Excellence: Mastering market analysis and using it to make informed decisions drives excellence in business strategy and student achievement. 	<p>Careers: Market Analyst, Business Development Manager, Sales Manager.</p> <p>Explanation: Roles related to analysing and understanding market conditions, competition, and trends are crucial. Market Analysts study market dynamics to help businesses make informed decisions, while Business Development Managers identify new market opportunities for growth.</p>

1.3 Marketing Mix and Strategy

Students learn about the 7 Ps of the marketing mix (Product, Price, Place, Promotion, People, Process, Physical evidence) and how businesses use these to develop effective marketing strategies. This unit also covers branding and marketing in different contexts.

Skills Gained: Strategic marketing skills, application of marketing theories, brand management, and communication skills.

- **Ambitious:** Developing effective marketing strategies encourages students to think creatively and ambitiously about how to position products and services in the market.
- **Collaborative:** Creating a marketing mix often involves input from various departments, highlighting the importance of collaboration in achieving successful outcomes.
- **Happy:** A well-crafted marketing strategy can lead to customer satisfaction and brand loyalty, reflecting the value of happiness in achieving business and personal goals.
- **Integrity:** Ethical marketing practices reinforce the importance of integrity in building trust with customers and stakeholders.
- **Endurance:** Developing and sustaining a marketing strategy over time requires persistence, teaching students the value of endurance in their work.
- **Versatility:** Adapting marketing strategies to different products, markets, and customer segments requires versatility, encouraging students to be flexible in their approach.
- **Excellence:** Crafting and executing a successful marketing strategy reflects a commitment to excellence, both in business and academic performance.

1.5 Entrepreneurs and Leaders

Focuses on the role of entrepreneurs and leaders in business. It explores entrepreneurial motives, the characteristics of successful entrepreneurs, and the challenges they face. The unit also looks at different leadership styles and how they impact business success.

Skills Gained: Entrepreneurial thinking, leadership skills, risk management, strategic decision-making, and innovation.

- **Ambitious:** Entrepreneurs and leaders exemplify ambition, driving innovation, growth, and success, encouraging students to adopt a similar mind-set.
- **Collaborative:** Successful entrepreneurs and leaders often rely on collaboration with others to bring their visions to life, highlighting the value of teamwork.
- **Happy:** Leadership that fosters a positive and supportive environment contributes to the happiness and well-being of both employees and students.
- **Integrity:** Ethical entrepreneurship and leadership are grounded in integrity, teaching students the importance of honesty and ethical decision-making.
- **Endurance:** The entrepreneurial journey is often challenging, requiring endurance and resilience, qualities that students can learn to apply in their academic and personal lives.
- **Versatility:** Entrepreneurs and leaders must be versatile, adapting to changing circumstances and challenges, encouraging students to be flexible and open-minded.

Careers: Marketing Manager, Brand Manager, Advertising Executive, Digital Marketing Specialist.

Explanation: Careers in marketing involve designing and implementing strategies around the 4 Ps (Product, Price, Place, and Promotion) to effectively reach and engage customers. Marketing Managers develop comprehensive campaigns, while Brand Managers focus on maintaining and enhancing brand identity.

Careers: Entrepreneur, Business Consultant, Start-Up Advisor, CEO.

Explanation: Entrepreneurs and leaders drive innovation, manage businesses, and inspire teams. They identify opportunities, take risks, and lead organizations towards achieving their goals. Business Consultants may advise entrepreneurs on strategies for growth and success.

	<ul style="list-style-type: none"> • Excellence: The drive for innovation and success in entrepreneurship reflects a commitment to excellence, inspiring students to strive for the highest standards in their work. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	
3	<p>2.1 Raising Finance This unit covers the different sources of finance available to businesses, both internal and external. It explores how businesses decide on the most appropriate sources of finance for their needs. Skills Gained: Financial literacy, understanding of financial instruments, decision-making in finance, and risk assessment.</p> <ul style="list-style-type: none"> • Ambitious: Raising finance is essential for growth and expansion, encouraging students to think big and pursue ambitious goals. • Collaborative: Securing finance often involves collaboration with investors, banks, and other stakeholders, highlighting the importance of teamwork. • Happy: Successfully raising finance can create opportunities for growth and success, leading to satisfaction and happiness in both business and academic endeavours. • Integrity: Ethical practices in raising finance, such as transparency and honesty, reinforce the importance of integrity in business. • Endurance: The process of raising finance can be lengthy and challenging, requiring endurance and persistence, qualities that students can learn to apply in their studies. • Versatility: Navigating different financing options and strategies requires versatility, encouraging students to be adaptable in their approach. • Excellence: Successfully raising finance to support business goals reflects a commitment to excellence, inspiring students to strive for the best in their academic and personal lives. <p>2.4 Resource Management Focuses on how businesses manage their resources effectively, including operations management, inventory control, supply chain management, and capacity utilization. Skills Gained: Operations management, resource optimization, supply chain management, problem-solving, and efficiency maximization.</p> <ul style="list-style-type: none"> • Ambitious: Efficient resource management supports business growth and ambitious objectives, encouraging students to think strategically about resource allocation. • Collaborative: Managing resources often involves collaboration across departments, highlighting the importance of teamwork. 	<p>Careers: Financial Advisor, Investment Banker, Venture Capitalist, Accountant.</p> <p>Explanation: Raising finance is crucial for business operations and expansion. Financial Advisors and Investment Bankers help businesses secure funding through loans, equity, or other financial instruments. Venture Capitalists invest in start-ups and growing businesses in exchange for equity.</p> <p>Careers: Supply Chain Manager, Operations Manager, Production Manager, Logistics Coordinator.</p> <p>Explanation: Resource management focuses on the efficient use of resources such as materials, labour, and technology. Supply Chain Managers ensure smooth operations from</p>

	<ul style="list-style-type: none"> • Happy: Effective resource management leads to operational efficiency and success, contributing to a positive and rewarding business environment. • Integrity: Ethical resource management, including sustainability practices, reflects the value of integrity in business operations. • Endurance: Managing resources efficiently over time requires endurance, teaching students the importance of perseverance. • Versatility: Adapting resource management strategies to different business needs requires versatility, encouraging students to be flexible in their approach. • Excellence: Achieving operational efficiency and success through effective resource management reflects a commitment to excellence, inspiring students to strive for high standards. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>production to delivery, while Operations Managers oversee resource allocation and productivity</p>
<p>4</p>	<p>2.2 Financial Planning Students learn about financial forecasting, budgeting, and managing cash flow. The unit also covers break-even analysis and the importance of financial planning in ensuring business sustainability. Skills Gained: Financial planning and forecasting, budgeting, analytical skills in finance, and understanding financial statements.</p> <ul style="list-style-type: none"> • Ambitious: Effective financial planning supports ambitious business goals by ensuring resources are allocated efficiently to achieve success. • Collaborative: Financial planning often involves collaboration between different departments, reinforcing the importance of teamwork. • Happy: Sound financial planning leads to financial stability and success, which can contribute to happiness and a positive outlook in both business and personal contexts. • Integrity: Ethical financial planning, with accurate reporting and transparency, reflects the value of integrity in business practices. • Endurance: Financial planning requires foresight and the ability to weather financial challenges, teaching students the importance of endurance. • Versatility: Adapting financial plans to changing circumstances requires versatility, encouraging students to be flexible and resourceful. • Excellence: Precise and effective financial planning reflects a commitment to excellence, inspiring students to achieve high standards in their work. <p>2.5 External Influences This unit explores the external factors that affect businesses, such as economic, political, legal, and social influences. It also covers the impact of globalization and technological change on business activities.</p>	<p>Careers: Financial Planner, Budget Analyst, Finance Manager, Corporate Treasurer.</p> <p>Explanation: Financial planning involves roles that ensure a business's financial health and sustainability. Financial Planners and Budget Analysts develop and monitor financial strategies to achieve business objectives, while Corporate Treasurers manage cash flow and financial risk.</p>

	<p>Skills Gained: Understanding of macroeconomic factors, strategic adaptation to external forces, risk management, and scenario planning.</p> <ul style="list-style-type: none"> • Ambitious: Understanding and responding to external influences encourages students to think strategically about opportunities and threats, fostering an ambitious mind-set. • Collaborative: Navigating external influences often requires collaboration with stakeholders, reinforcing the importance of teamwork. • Happy: Successfully managing external influences can lead to business stability and success, contributing to a positive and fulfilling environment. • Integrity: Ethical responses to external influences, such as regulatory compliance, reflect the importance of integrity in business. • Endurance: Adapting to external influences, such as economic downturns or regulatory changes, requires endurance, teaching students to persevere through challenges. • Versatility: Responding to external influences demands adaptability and flexibility, encouraging students to be versatile in their approach. • Excellence: Successfully navigating external influences and maintaining business success reflects a commitment to excellence, motivating students to excel in their studies. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>Careers: Compliance Officer, Policy Analyst, Risk Manager, Corporate Affairs Manager.</p> <p>Explanation: External influences include economic, legal, political, and social factors that affect business operations. Compliance Officers ensure adherence to regulations, while Policy Analysts study external factors to help businesses adapt to changes. Risk Managers assess and mitigate potential external risks.</p>
5	<p>2.3 Managing Finance This unit examines how businesses monitor and control their finances. It covers profitability, liquidity, and efficiency ratios, as well as the interpretation of financial data to make informed business decisions.</p> <p>Skills Gained: Financial analysis, ratio analysis, decision-making based on financial data, and understanding of financial performance indicators.</p> <ul style="list-style-type: none"> • Ambitious: Managing finance effectively allows businesses to grow and achieve ambitious goals, encouraging students to aim high in their financial understanding. • Collaborative: Managing finance often requires collaboration with various departments, promoting teamwork and shared responsibility. • Happy: Sound financial management leads to business success and financial well-being, which can reflect the value of happiness in achieving goals. • Integrity: Ethical financial management practices, such as accurate reporting and compliance, underscore the importance of integrity. • Endurance: Managing finance through economic challenges requires endurance, teaching students to persevere through financial difficulties. • Versatility: Financial management requires adaptability to changing economic conditions, encouraging students to be versatile in their approach. 	<p>Careers: Financial Controller, Management Accountant, Auditor, Financial Analyst.</p> <p>Explanation: Managing finance involves tracking and controlling a company's financial resources. Financial Controllers oversee accounting operations, Management Accountants provide financial insights for decision-making, and Auditors ensure financial compliance and accuracy.</p>

	<ul style="list-style-type: none"> • Excellence: Achieving financial stability and success through effective management reflects a commitment to excellence, motivating students to excel in their studies. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	
6	<p>Revision of units</p> <ul style="list-style-type: none"> • Ambitious: During revision, ambitious students aim to not only pass their exams but to achieve top grades by thoroughly understanding the syllabus, practicing past papers, and seeking additional resources or support when needed. They set clear, challenging goals for their learning outcomes and work persistently towards achieving them. • Collaborative: In revision, collaborative students form study groups to share knowledge, discuss challenging concepts, and support each other’s learning. They engage in peer reviews, collaborative exercises, and group study sessions to enhance their understanding and preparation. • Happy: Happy students approach revision with enthusiasm and curiosity. They find joy in discovering how different business theories apply to real-life situations and celebrate their progress and achievements, which fosters a positive and effective study environment. • Integrity: During revision, students demonstrate integrity by honestly assessing their strengths and weaknesses, avoiding dishonest practices like plagiarism, and using credible sources for their study materials. They also practice integrity by preparing thoroughly and fairly for their exams. • Endurance: Enduring students approach their revision with perseverance, dedicating consistent time and effort to understanding difficult concepts and solving complex problems. They keep a steady pace in their study routine, even when faced with challenging material. • Versatility: Versatile students practice a range of revision techniques and adapt their study strategies to fit different types of business questions and scenarios. They are flexible in their approach, adapting to changes in exam formats or new topics as required. • Excellence: Students aiming for excellence set high standards for their revision and exam preparation. They thoroughly review and refine their knowledge, use feedback constructively, and strive to excel in every aspect of their study and exam performance. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>By embodying these ACHIEVE values, students in Business Studies not only enhance their academic performance but also develop skills and attributes that are valuable in both their educational journey and future careers.</p>