

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

**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 13 - Progress reports are published 4 times per year, in October, November and February, with a face-to-face parents' evening in December.

**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><b>3.1 Business Objectives and Strategy</b> This unit examines how businesses set and pursue objectives, such as profit maximization, growth, and market share. It covers the formulation of business strategies and the role of strategic planning in achieving long-term goals. <b>Skills Gained:</b> Ability to set and evaluate business objectives, understand different types of business strategies (e.g., cost leadership, differentiation), and analyse how strategies align with objectives.</p> <ul style="list-style-type: none"> <li>• <b>Ambitious:</b> Setting clear, ambitious business objectives and strategies reflects the pursuit of success and growth, encouraging students to think big and set high goals.</li> <li>• <b>Collaborative:</b> Developing and implementing business strategies often requires teamwork and collaboration, mirroring the importance of working together to achieve common goals.</li> <li>• <b>Happy:</b> When businesses achieve their objectives, it can lead to job satisfaction and a positive work environment, which is essential for maintaining a happy workplace.</li> <li>• <b>Integrity:</b> Ethical business strategies, which consider social responsibility and long-term sustainability, demonstrate the importance of integrity in business.</li> <li>• <b>Endurance:</b> Creating and sticking to a long-term strategy requires persistence and resilience, qualities that students learn to apply in their studies.</li> <li>• <b>Versatility:</b> Businesses need to adapt their strategies in response to changing environments, teaching students the importance of being versatile.</li> <li>• <b>Excellence:</b> Achieving business excellence is often the result of effective strategies, instilling the value of striving for the best results in students.</li> </ul> <p><b>3.2 Business Growth:</b> This unit explores how businesses grow, both internally (organic growth) and externally (through mergers, acquisitions, and strategic alliances). It also covers the reasons behind business growth, the risks and challenges associated with it, and the impact on stakeholders. <b>Skills Gained:</b> Analysing the strategic options for business expansion. Understanding the implications of growth on business structure and operations. Evaluating the risks and benefits of different growth strategies.</p>	<p><b>Careers:</b> Business Analyst, Strategic Planner, Management Consultant</p> <p><b>Explanation:</b> Professionals in these roles develop and implement long-term strategies to achieve business goals. They analyse market trends, set objectives, and create plans to steer companies towards success.</p> <p><b>Careers:</b> Growth Manager, Business Development Manager, Corporate Strategist</p> <p><b>Explanation:</b> These roles focus on expanding a company's operations, entering new markets, and</p>

- **Ambitious:** Business growth represents a company's drive to expand, capturing more market share and improving profitability. Students learn to set high goals, similar to how businesses aspire to grow and succeed.
- **Collaborative:** Growth often requires collaboration, both internally among teams and externally with partners or stakeholders. Students understand the importance of teamwork in achieving growth.
- **Happy:** Success in business growth can lead to increased job satisfaction and employee happiness, a concept that students can relate to in terms of satisfaction from achieving their goals.
- **Integrity:** Ethical growth strategies ensure that businesses expand without compromising their values. Students learn the importance of maintaining integrity, even in competitive environments.
- **Endurance:** Growth is a long-term process requiring perseverance, reflecting the value of endurance in students who must consistently work towards their learning goals.
- **Versatility:** Businesses must adapt and diversify to grow, just as students must be versatile in their approach to learning different concepts.
- **Excellence:** Striving for excellence in all aspects of the business, including growth strategies, reflects the continuous pursuit of high standards that students should embody in their studies.

### 3.3 Decision-Making Techniques:

This unit focuses on the techniques businesses use to make informed decisions. It includes tools like decision trees, critical path analysis, and investment appraisal methods (payback period, net present value, and average rate of return).

**Skills Gained:** Application of quantitative methods to analyse business scenarios. Critical evaluation of decision-making tools. Interpretation of data to inform business strategies.

- **Ambitious:** Effective decision-making requires ambition, setting bold objectives, and making strategic choices to reach them.
- **Collaborative:** Good decision-making often involves input from various stakeholders, teaching students the value of teamwork and different perspectives.
- **Happy:** Sound decisions lead to positive outcomes, creating a happy and motivated environment for both businesses and students.
- **Integrity:** Ethical decision-making is crucial for maintaining trust and reputation, mirroring the need for students to uphold integrity in their academic work.
- **Endurance:** Decision-making can be challenging, especially under pressure. Students learn to be resilient and persistent in analysing options before making decisions.
- **Versatility:** The ability to use different decision-making tools and adapt to different situations showcases versatility, a quality students develop in problem-solving.
- **Excellence:** Striving for excellence in decision-making ensures that the best possible choices are made, similar to how students aim for excellence in their assignments.

increasing revenue. They identify growth opportunities and work on strategies to scale the business effectively.

**Careers:** Data Analyst, Operations Manager, Financial Analyst

**Explanation:** These roles involve using data and various decision-making models to guide business choices. They analyse information, evaluate options, and recommend actions to optimise business performance.

	<p><b>3.4 Influences on Business Decisions:</b>  This unit examines internal and external factors that influence business decisions, including corporate culture, stakeholder pressure, and economic conditions. It also looks at how ethical considerations and social responsibility shape business practices.</p> <p><b>Skills Gained:</b> Assessing the impact of external and internal factors on business decisions. Balancing ethical considerations with business objectives. Understanding how corporate culture and leadership styles influence decision-making.</p> <ul style="list-style-type: none"> <li>• <b>Ambitious:</b> Understanding and responding to external influences allows businesses to set ambitious goals and outmanoeuvre competitors.</li> <li>• <b>Collaborative:</b> Recognising the importance of collaboration with other businesses, regulators, and communities in making informed decisions.</li> <li>• <b>Happy:</b> Positive business environments and decision-making can lead to better relationships with stakeholders, fostering a sense of happiness and satisfaction.</li> <li>• <b>Integrity:</b> Decisions should be guided by integrity, ensuring businesses act ethically even in competitive markets. Students learn to apply this in how they assess situations and make choices.</li> <li>• <b>Endurance:</b> Competing in markets requires stamina, and students learn that enduring the challenges in the business world is key to long-term success.</li> <li>• <b>Versatility:</b> Businesses must be flexible and adaptable in their strategies to remain competitive. Students reflect this value by being open to different methods and approaches in their studies.</li> <li>• <b>Excellence:</b> Businesses that excel in understanding influences and assessing competitiveness are better positioned to succeed. Similarly, students who excel in these areas demonstrate a high level of understanding.</li> </ul> <p><b>How The Work Is Assessed:</b>  Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p><b>Careers:</b> Market Research Analyst, Risk Manager, Business Consultant  <b>Explanation:</b> Professionals in these positions assess internal and external factors that impact business decisions. They study market conditions, evaluate risks, and advise on strategies to mitigate negative influences.</p>
2	<p><b>3.5 Assessing Competitiveness:</b>  This unit focuses on how businesses measure and improve their competitiveness. It covers financial and non-financial performance indicators, as well as benchmarking, SWOT analysis, and Porter's Five Forces model.</p> <p><b>Skills Gained:</b> Conducting in-depth analyses of a business's competitive position. Evaluating financial statements and performance metrics. Using strategic models to assess and enhance competitiveness.</p> <ul style="list-style-type: none"> <li>• <b>Ambitious:</b> Understanding and responding to external influences allows businesses to set ambitious goals and outmanoeuvre competitors.</li> <li>• <b>Collaborative:</b> Recognising the importance of collaboration with other businesses, regulators, and communities in making informed decisions.</li> <li>• <b>Happy:</b> Positive business environments and decision-making can lead to better relationships with stakeholders, fostering a sense of happiness and satisfaction.</li> <li>• <b>Integrity:</b> Decisions should be guided by integrity, ensuring businesses act ethically even in competitive markets. Students learn to apply this in how they assess situations and make choices.</li> </ul>	<p><b>Careers:</b> Competitive Intelligence Analyst, Marketing Strategist, Business Consultant  <b>Explanation:</b> These roles involve analysing competitors, market conditions, and industry trends to help businesses maintain or gain a competitive edge. They provide insights into how to position a company effectively in the market.</p>

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### 3.6 Managing Change:

This unit covers how businesses manage change, whether due to internal restructuring or external pressures. It includes the reasons for change, resistance to change, and strategies for successful change management.

**Skills Gained:** Developing strategies for managing and implementing change. Understanding the psychological and organisational challenges of change. Applying change management models (e.g., Lewin's Change Management Model, Kotter's Eight Steps).

- **Ambitious:** Change management is about driving ambitious transformations within an organisation. Students learn to embrace and lead change, rather than resist it.
- **Collaborative:** Effective change management requires collaboration across all levels of a business, teaching students the importance of working together to achieve common goals.
- **Happy:** Successfully managing change can lead to a more positive and engaged workforce, just as students feel happier when they manage their learning changes effectively.
- **Integrity:** Integrity in managing change ensures that transitions are handled transparently and ethically. Students are encouraged to maintain honesty and fairness in their actions.
- **Endurance:** Change can be challenging and requires perseverance. Students learn the importance of persistence and resilience in navigating new learning experiences.
- **Versatility:** Managing change demands versatility as businesses and individuals must adapt to new environments, processes, and challenges. Students develop this skill as they encounter and adapt to new topics.
- **Excellence:** Excellence in managing change leads to smoother transitions and better outcomes, just as students achieve higher success by excelling in their ability to adapt and grow.

### 4.1 Globalisation:

This unit explores the concept of globalization and its impact on businesses. It covers the drivers of globalisation, such as technology and trade liberalisation, and the implications for businesses operating in a global market.

**Skills Gained:** Analysing the impact of globalisation on business operations and strategy. Understanding global trade patterns and economic integration. Evaluating the risks and opportunities of entering global markets.

- **Ambitious:** Globalisation opens up opportunities for businesses to expand and grow on an international scale, reflecting ambition. Students are encouraged to think globally and ambitiously about their futures.
- **Collaborative:** Globalisation fosters collaboration between countries, businesses, and cultures, teaching students the importance of cross-cultural cooperation.

**Careers:** Change Manager, Organizational Development Specialist, HR Manager

**Explanation:** These professionals focus on guiding organizations through transitions, whether due to internal restructuring or external market changes. They develop strategies to manage the impact of change on employees and processes.

**Careers:** International Business Consultant, Global Strategy Manager, Export Manager

**Explanation:** These roles involve managing and strategising for businesses operating on an international scale. They address the challenges and opportunities

	<ul style="list-style-type: none"> <li>• <b>Happy:</b> A globalised world can lead to increased prosperity and happiness for many, showing students how global interconnectedness can bring about positive change.</li> <li>• <b>Integrity:</b> Ethical considerations are crucial in globalisation, as businesses must operate fairly and justly on a global scale. Students learn the importance of integrity in a globalised context.</li> <li>• <b>Endurance:</b> The process of globalisation involves overcoming challenges and adapting to changes over time, instilling a sense of endurance in students.</li> <li>• <b>Versatility:</b> Globalisation requires businesses to be versatile in their approaches, adapting to different markets and environments. Students learn the importance of flexibility in a global context.</li> <li>• <b>Excellence:</b> Excelling in a globalised world requires businesses to be at the top of their game, providing students with a model for pursuing excellence in their studies.</li> </ul> <p><b>4.3 Global Marketing:</b> This unit focuses on marketing in a global context. It includes the adaptation of marketing strategies to different cultural, legal, and economic environments, as well as the challenges of global branding and communication. <b>Skills Gained:</b> Developing global marketing strategies. Analysing the impact of cultural and economic differences on marketing decisions. Evaluating global branding and promotional strategies.</p> <ul style="list-style-type: none"> <li>• <b>Ambitious:</b> Global marketing involves ambitious strategies to reach international audiences. Students are inspired to think big and aim high in their projects and studies.</li> <li>• <b>Collaborative:</b> Successful global marketing requires collaboration with various stakeholders across the world. Students learn the value of teamwork in crafting effective marketing strategies.</li> <li>• <b>Happy:</b> Engaging with diverse markets and cultures in a positive way can bring happiness and satisfaction, mirroring the joy students feel in successfully engaging with challenging content.</li> <li>• <b>Integrity:</b> Integrity in global marketing is essential to maintaining a brand's reputation across different markets. Students learn to apply ethical considerations in their marketing strategies.</li> <li>• <b>Endurance:</b> Global marketing campaigns can take time and perseverance to succeed, reflecting the endurance students need in their studies.</li> <li>• <b>Versatility:</b> Adapting marketing strategies to fit different cultural contexts showcases versatility, a skill students develop as they explore global marketing.</li> <li>• <b>Excellence:</b> Striving for excellence in global marketing leads to successful campaigns, teaching students the importance of high standards in their work.</li> </ul> <p><b>How The Work Is Assessed:</b> Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>presented by global markets and coordinate cross-border operations.</p> <p><b>Careers:</b> Global Marketing Manager, Brand Manager, Market Research Analyst</p> <p><b>Explanation:</b> These roles focus on creating and implementing marketing strategies that resonate across different cultures and regions. They tailor campaigns to global audiences and manage brand positioning worldwide.</p>
3	<p><b>4.2 Global Markets and Business Expansion:</b> This unit looks at how businesses expand into global markets. It covers market entry strategies, such as exporting, joint ventures, and direct investment, as well as the challenges of operating in different cultural and regulatory environments.</p>	<p><b>Careers:</b> Global Expansion Manager, International Marketing Manager, Trade Specialist</p>

**Skills Gained:** Evaluating different market entry strategies. Understanding the complexities of operating in diverse international markets. Assessing the strategic considerations of global expansion.

- **Ambitious:** Entering global markets is a clear sign of ambition as businesses seek to expand their reach. Students can mirror this ambition by thinking about their potential impact on a global scale.
- **Collaborative:** Success in global markets often requires collaboration with local partners, reflecting the importance of teamwork. Students learn that collaboration is key in expanding their understanding.
- **Happy:** A successful global expansion can bring prosperity and job satisfaction, which translates to a sense of happiness. Students relate this to the joy of successfully understanding and mastering new concepts.
- **Integrity:** Ethical considerations in global expansion are vital, ensuring businesses operate with integrity. Students learn the importance of maintaining ethics in all endeavours.
- **Endurance:** Expanding into global markets often requires overcoming significant barriers and challenges, teaching students the value of persistence.
- **Versatility:** Businesses must adapt their strategies to different markets, demonstrating versatility. Students develop versatility in how they approach global business topics.
- **Excellence:** Businesses that achieve excellence in global markets set a standard for others, encouraging students to aim for excellence in their understanding of global business dynamics.

#### **4.4 Global Industries and Companies (Multinational Corporations):**

This unit examines the role and influence of multinational corporations (MNCs) in the global economy. It covers the advantages and disadvantages of operating as an MNC, as well as the ethical and environmental issues associated with global operations.

**Skills Gained:** Analysing the strategies of multinational corporations. Evaluating the impact of MNCs on host and home countries. Understanding the ethical challenges faced by global businesses.

- **Ambitious:** Multinational corporations are examples of businesses with ambitious goals to operate and compete on a global scale. Students learn to set ambitious goals for their future careers.
- **Collaborative:** Multinational corporations rely on collaboration across various countries and departments, teaching students the importance of teamwork and coordination on a large scale.
- **Happy:** Successful multinational operations can lead to positive outcomes for employees and stakeholders, fostering a sense of happiness. Students learn that success in complex tasks brings satisfaction.
- **Integrity:** Multinational corporations must operate with integrity across all markets to maintain their reputation. Students learn the importance of ethical behaviour in complex environments.
- **Endurance:** Operating on a global scale requires enduring various challenges, teaching students the importance of persistence and long-term thinking.
- **Versatility:** Multinational corporations must be versatile in their operations to adapt to different markets and cultural environments. Students develop versatility as they study the diverse aspects of global businesses.
- **Excellence:** Achieving and maintaining excellence on a global scale is the hallmark of successful multinational corporations, encouraging students to strive for excellence in all their endeavours.

**Explanation:** Professionals in these roles develop strategies for entering and expanding in international markets. They analyse global market trends, adapt marketing strategies, and manage international business operations.

**Careers:** International Business Development Manager, Global Supply Chain Manager, Corporate Finance Analyst

**Explanation:** These positions involve working with or within multinational corporations, managing complex operations across different countries, and ensuring that global strategies align with local regulations and market needs.

	<p><b>How The Work Is Assessed:</b> Unit assessment/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	
4	<p><b>4.2 Global Markets and Business Expansion + 4.4 Global Industries and Companies (Multinational Corporations):</b> Continued.</p> <p><b>How The Work Is Assessed:</b> Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	
5	<p><b>Revision of units</b></p> <ul style="list-style-type: none"> <li>• <b>Ambitious:</b> 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.</li> <li>• <b>Collaborative:</b> 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.</li> <li>• <b>Happy:</b> 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.</li> <li>• <b>Integrity:</b> 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.</li> <li>• <b>Endurance:</b> 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.</li> <li>• <b>Versatility:</b> 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.</li> <li>• <b>Excellence:</b> 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.</li> </ul> <p><b>Overall Skills Gained:</b> Students will develop a strong understanding of business strategy, decision-making, and the complexities of operating in both domestic and global markets. Critical thinking, analytical skills, and the ability to apply theoretical knowledge to real-world business scenarios are key outcomes of these themes.</p> <ul style="list-style-type: none"> <li>• <b>Analytical Skills:</b> Ability to analyse a business’s internal and external environment using various models and frameworks (SWOT, PESTLE, Porter’s Five Forces). / Evaluating strategic options and their potential impact on the business.</li> <li>• <b>Decision-Making Skills:</b> Enhanced understanding of the decision-making process in a business context. / Use of decision-making tools such as decision trees and critical path analysis.</li> <li>• <b>Strategic Thinking:</b> Developing long-term strategic thinking. / Understanding how to align business objectives with strategic goals.</li> <li>• <b>Problem-Solving Skills:</b> Identifying and solving strategic issues that may arise within a business. / Ability to recommend suitable strategies for business growth and sustainability.</li> <li>• <b>Communication Skills:</b> Presenting strategic recommendations in a clear and persuasive manner. / Justifying decisions using logical reasoning and evidence.</li> <li>• <b>Application of Theoretical Models:</b> Applying theories of corporate strategy (Ansoff’s Matrix, Porter’s Matrix, and Bowman’s Strategic Clock) to real-world business scenarios.</li> <li>• <b>Evaluative Skills:</b> Critically evaluating the effectiveness of business strategies and their outcomes. / Assessing the role of external factors on a business’s strategic decisions.</li> </ul>	
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