

BUSINESS

“Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.” Henry Luce

Current Teaching Staff:

Miss J Potter - Head of Department
Mrs E Gale

Examination board and syllabus: Edexcel

Entrance requirement: No additional subject specific requirements.

Year 1 (Themes 1 & 2)

Theme 1: Marketing and People

- Meeting customer 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 on business

Year 2 (Themes 3 & 4)

Theme 3: Business Decisions and Strategy

- Business objectives and strategy
- Business growth
- Decision-making techniques
- Influences on business decisions
- Assessing competitiveness
- Managing change

Theme 4: Global Business

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies
- Managing multinational businesses

A-level assessment

The A Level is assessed through **three 2-hour written examinations** at the end of the course.

Paper 1: Marketing, People and Global Businesses (35% of A Level)

Paper 2: Business Activities, Decisions and Strategy (35% of A Level)

Paper 3: Investigating Business in a Competitive Environment – a pre-released context with questions drawing on all four themes (30% of A Level)

Students are expected to keep up to date with current business news and developments throughout the course. Lunchtime support and revision sessions are always available.

CAREERS

Accountancy

Marketing

Advertising

Human Resources

Management

Finance

Investment Banking

Business Analysis

Entrepreneurship

Operations

Management

Consultancy

Chief Executive Officer (CEO)