

# Business Studies A Level

Examination Board: Edexcel

## Who should take the course?

Business Studies is for those students who have a real interest in how businesses are managed and the internal and external factors that influence their ability to be successful. Students will be able to gain crucial management skills.

## What is the course about?

You will investigate how businesses are managed and the factors that influence their ability to be successful. You will investigate how businesses expand on a global scale. In essence the course allows the student to gain crucial management skills. As with all A Levels the essential skills of analysis and evaluation are developed through putting concepts into practice through real life and up to date case study examples.

### 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)

## How is it assessed?

This is a linear two year course with all examinations taken at the end of the two years.

There is no coursework.

## Where will it take me?

Students will be able to go directly into employment on leaving school or go to university. There are a great variety of Business degree courses, many of which are joint honours with subjects such as ICT, Languages and Finance. In the long run students will have a good grounding if they wanted to develop their own business or join fast track company management schemes.