

# Business

## A LEVEL - EDEXCEL

### *What are the aims of the course?*

- Develop an enthusiasm for studying business
- Gain a holistic understanding of business in a range of contexts
- Develop a critical understanding of organisations and their ability to meet society's needs and wants
- Understand that business behaviour can be studied from a range of perspectives
- Generate enterprising and creative approaches to business opportunities, problems and issues
- Be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- Acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis
- Apply numerical skills in a range of business contexts

### *What does it involve?*

There are four themes involved in the course:

- Theme 1: Marketing and People
- Theme 2: Managing Business Activities
- Theme 3 : Business Decisions and Strategy
- Theme 4: Global Business

## *How is it assessed?*

There are three examinations at the end of the two year course of study:

### **Paper 1**

Marketing, people and global businesses  
Written examination: 2 hours  
35% of A Level

### **Paper 2**

Business activities, decisions and strategy  
Written examination: 2 hours  
35% of A Level

### **Paper 3**

Investigating business in a competitive environment  
Written examination: 2 hours  
30% of A Level



## *Are there any specific entry requirements?*

It is not necessary to have studied this subject at GCSE level, however, GCSE passes in both English and Mathematics will be an indicator of potential in this subject. The course of study is highly analytical and does involve the learning of a significant amount of business related terminology.

## *Why is it a useful qualification?*

It encourages students to acquire a range of important and transferable skills such as:

- Data skills – students will be expected to manipulate data in a variety of forms and to interpret their results
- Presenting arguments and making judgements and justified recommendations on the basis of the available evidence
- Recognising the nature of problems, solving problems and making decisions using appropriate business tools and methods
- Planning work, taking into account the demands of the task and the time available to complete it
- Conducting research into a specific theme in preparation for one or more tasks
- Challenging their own assumptions using evidence that has become available