



# A LEVEL – BUSINESS STUDIES

## Examination Board

- Edexcel

## Course background

### Theme 1: Marketing and People

#### Key topics:

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders

### Theme 2: Managing Business Activities

#### Key Topics:

- Raising finance
- Finance planning
- Managing finance
- Resource management
- External influences

### 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 (multinational corporations).

Exams: Three papers of 2 hours each 100 marks in each paper. Paper 1 and 2 are weighted at 35% each and paper 3 is 30% of the final A Level grade.

Each paper includes multi-part data response questions and one extended open response question.

## Useful websites / reading materials

- Edexcel A Level Business – Dave Hall, Carlo Raffo, Dave Gray
- A-Z Handbook for Business Studies 6<sup>th</sup> Edition
- Student Guides by Philip Allan for Units 1 – 4
- Business Review by Philip Allan – students will have the opportunity to purchase

## Recommended study

- 2 - 3 hours homework / study per week, during which time specific work will be set by staff.
- Students will also be expected to watch the News (or read newsfeeds), Question time, Newsnight etc, read newspapers and keep up to date with current events in business and the economy.