

## **A Level Business**

An A level in business builds on the basic knowledge learnt at GCSE but many students start learning business at A Level. This course goes into more depth than GCSE. Students are expected to learn more content and go into greater complexity and depth in their responses to questions as they bring in a lot more information from the case studies presented and add it to relevant theory.

Business is a very popular A Level and includes investigating business in a variety of contexts: large/small, UK focused/Global, Service/Manufacturing. The A Level course enables students to:

- gain an holistic understanding of business in a range of contexts
- develop a critical understanding of the organisations in which we all work
- generate enterprising and creative approaches to business opportunities, problems and issues
- 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.

Business requires a range of skills and it suits students who are “all-rounders.” Students will need to be competent and confident with quantitative skills (Maths) but also have the ability to read and interpret a case study involving figures and descriptive content; students also need to write well and be able to structure an essay. Students of A Level Business often go on to study related subjects at university and at A Level it can be combined successfully with many different subjects. It will appeal to students who are interested in studying the practical rather than a theoretical subject; Economics for example is more conceptual and theoretical than Business although similar skills are developed in both subjects.

### **Key Facts**

The Edexcel A Level in Business is structured into four themes and consists of three externally examined papers. The specification can be found here:

[https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694\\_GCE2015\\_A\\_BUS\\_WEB.PDF](https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694_GCE2015_A_BUS_WEB.PDF)

The four themes are:

**Theme 1:** Marketing and people - students are introduced to the market, explore the marketing and people functions and investigate entrepreneurs.

**Theme 2:** Managing business activities - students explore the finance and operations functions, and investigate external influences on business.

**Theme 3:** Business decisions and strategy - corporate objectives and strategy, financial and non-financial performance measures, how businesses grow, the impact of external influences, the causes and effects of change and how businesses mitigate risk and uncertainty.

**Theme 4:** Global business - investigating businesses that trade on a global scale and exploring their reasons for doing so. Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities. Students also research a specific industry or market or aspect of business.

Assessment consists of 3 papers of 2 hours duration. The papers include calculation questions, short answer and extended answer questions in response to data extracts.