

Business

Qualification Level: A Level

Qualification Duration: 2 Years

Exam Board: Edexcel

Intro:

Business is a modern qualification that develops invaluable knowledge and skills. This course maintains an academic approach to business, developing analytical and evaluative skills. Students will learn how businesses are started and managed, including the development of enterprise skills.

Emmbrook Business:

We have a thriving and growing department with steady results over the last 10 years. The department is housed exclusively in IT classrooms and with its own set of class iPads and Kindle Fires that allow research tasks to be conducted more fluidly. We have run trips London and China to bring the subject alive and organise guest speakers from the Bank of England to really engage the students in the real world application of the subject.

Year one content:

Theme 1: Marketing and people

Students will develop an understanding of the how and why businesses try to understand their customers. They will explore different markets and different marketing strategies. This course then leads into people management and leadership with a focus on entrepreneurs and leaders.

Theme 2: Managing business activity

This unit covers key activities involved in running a business or organisation. The course develops understanding of sources of finance, financial planning and financial management. This course develops understanding of resource management and how external economic factors can impact the success of a business.

Year two content:

Theme 3: Business decisions and strategy

This theme looks at various topics involved with decision making for business including decision making techniques, influences on business decisions and change management. The theme also incorporates business objectives and strategy, business growth and assessing competitiveness.

Theme 4: Global business

As businesses are not limited to our shores, this unit develops understanding of the main benefits and issues of international trade and global corporations. Globalisation is analysed as well as the expansion of firms into global markets. An in depth look of various

multinational companies is undertaken to understand how they operate and how they can benefit and implement global marketing.

Career and further study:

Business provides an excellent foundation into a range of university courses, such as business, management, finance, accountancy, law, events, marketing and international business. Any joint honours including business e.g. Business and language. Business qualifications are very well received by employers.