

# Business Studies

**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. We are currently in development for enriching our program even further by connecting with other schools, obtaining new and additional resources and looking to include more enriching experiences for our students with the subject. All whilst having a clear focus on our academic writing that sets our students up for success – our results have been improving year on year and our cohorts have been growing each year, we believe it's due to the characters and passion of our Business Teaching Team that sees our students reach their potential and beyond.

## **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.

## **Trips and other costs:**

We are in the process of looking at 2 trips over the course of the A-Level programs partnering with the Economics cohort to develop a robust and curriculum enriched travel plan. The purpose of the 2 trips will be to ensure that everyone has an opportunity to attend at least one during their studies with us. In the past cohorts have been to global business hubs which

have included locations such as Dubai, China and a range of locations around the European Union.

**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.