

BUSINESS STUDIES

GCE A LEVEL

Edexcel A Level Business (9BS0)

6 Lessons per week teaching time

Course leader: Mr J King iking@bohunt.hants.sch.uk

Course Structure

Theme 1: Marketing and People

Marketing mix and strategy, customer needs, the market, managing people, entrepreneurship.

Theme 2: Managing business activity

Raising finance, financial planning, managing finance, resource management, external influences.

Theme 3: Business decisions and strategy

Objectives, 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 multi-national companies

Course Features

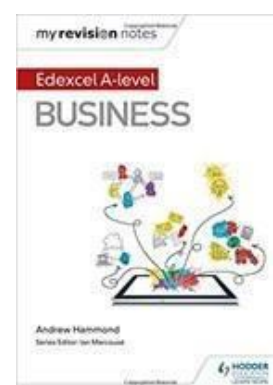
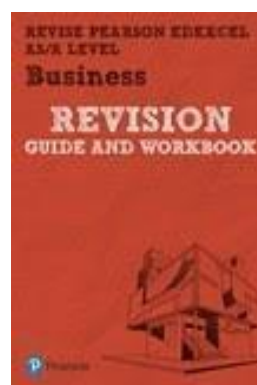
As you can see from the number of topics listed above, Business is the study of everything that happens within a company, from starting up your own to the ethical considerations of multi-nationals. All of these areas will be studied through real-world case studies allowing students to develop their analytical and problem solving skills.

Progression & careers

Management / leadership, customer service, retail, accountancy, marketing, sales, law, human resources.

Suggested reading & texts

We recommend purchasing one of the revision books below from Amazon, Waterstones etc.



Assessment

3 two-hour examinations - Paper 1 & 2 are 35% each, Paper 3 is 30%. Paper 3 is based on a pre-released industry.



Entry requirements

Grade 6 or above in GCSE Mathematics
AND
Grade 6 or above in GCSE Business

