



# Edexcel A Level Business

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Teacher of Business





# Is Business for me?

Yes, if you enjoy:

- Learning about the world of business through research and investigation
- Communicating and explaining ideas
- Exploring and presenting alternative courses of action
- Understanding strategic thinking and how businesses make decisions
- Working with numbers to solve business problems
- Keeping up to date with national and international business news



# What if I didn't do GCSE Business?

- You don't need to have studied Business at GCSE to do the A level – you will be introduced to all the core content.
- It is more important that you are interested in business... you might want to start your own business one day, be interested in the world around you, explore how businesses work and consider the challenges businesses face
- A level Business helps you to understand all of this and more!



# Course Overview: What will I learn?

## In year 12

- In **Theme 1** you will learn about dynamic markets, social media and online retailing, innovation, entrepreneurship and the importance of people in an organisation.
- **Theme 2** introduces you to business finance, the impact of economic uncertainty on businesses and the competitive environment

### Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

### Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.



# Course Overview: What will I learn?

## In Year 13:

- In **Theme 3** you will move from functions to strategy; exploring business decision-making, small business survival, managing change and scenario planning
- **Theme 4** explores global business, investigating overseas markets, cultural and social differences and the impact of multinational businesses.

### Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

### Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).



For A level Business you study four themes and will sit three exams at the end of your course:

- **Paper 1** has data response and essay questions, and focuses on Theme 1 and Theme 4 content.
- **Paper 2** has data response and essay questions, and focuses on Theme 2 and Theme 3 content.
- **Paper 3** has a pre-released context so you will investigate an industry or market in which businesses operate before your exam. The data response and essay questions in the exam are linked to the context.





Business prepares you for progression to further study or the world of work:

- **Transferable skills** like weighing up information to make decisions, solving problems, numerical skills, understanding the business environment are **relevant to university and employment**
- You might want to study a **degree** in business management, accountancy, tourism management or international business
- You might progress to a **career** in banking, sales, product /brand management or for charity
- There are many possibilities!



# How do I find out more?

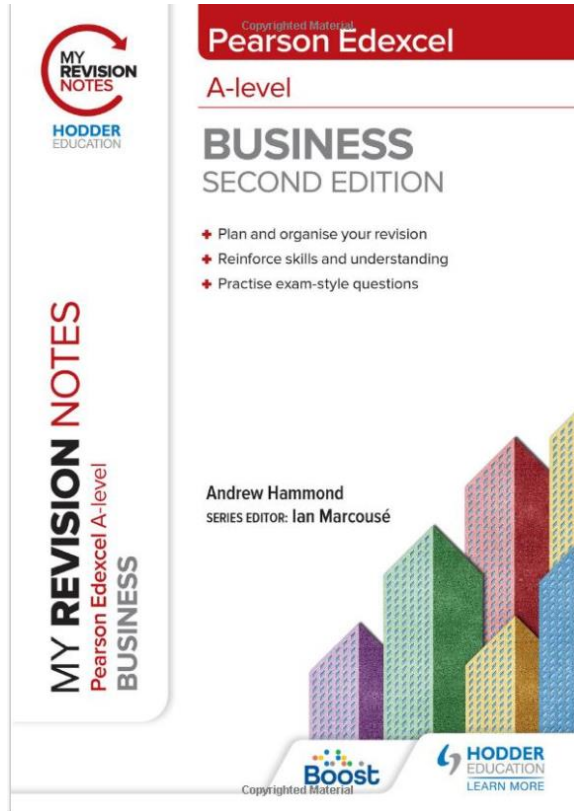
You can find out more about studying Business by:

- Visiting the Edexcel website to find out more about A level Business  
<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>
- Searching online for Business courses at university to find out more about where an A level in Business can take you
- Finding out what is happening in the world of business by watching business programs and reading business news.
- Contacting school, e mail details on the next slide.



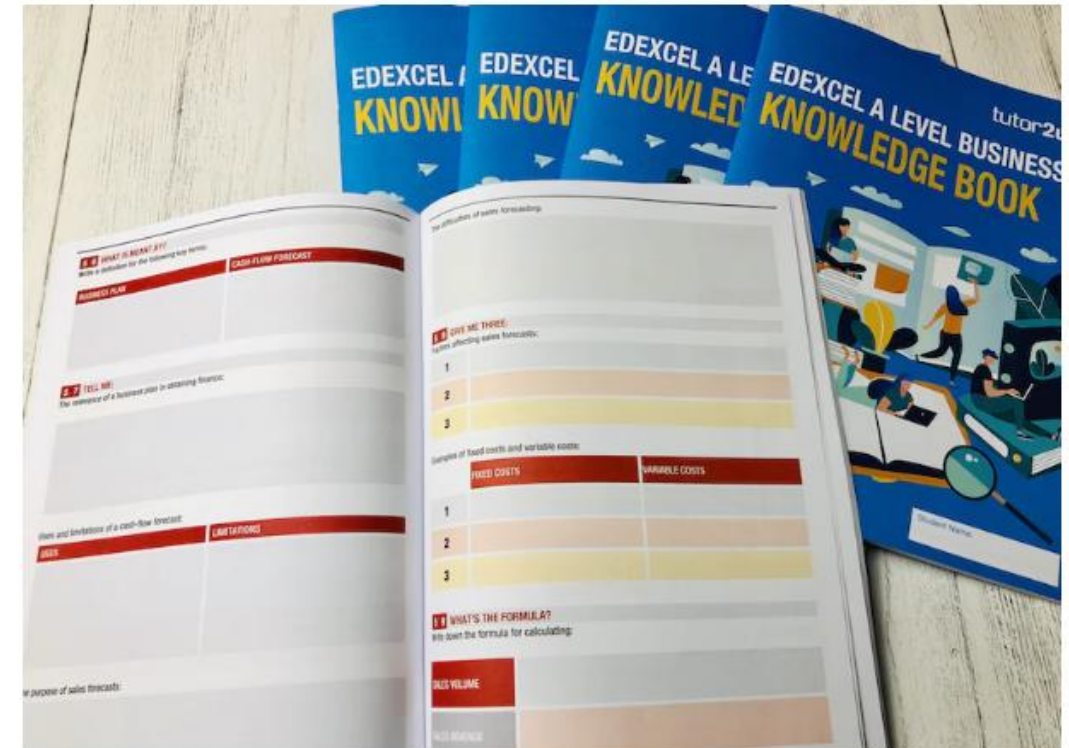


# Essential Resources



[My Revision Notes: Edexcel A-level Business Second Edition:  
Amazon.co.uk: Hammond, Andrew: 9781398311916: Books](https://www.amazon.co.uk/dp/9781398311916)

£17.45



[Knowledge Book for Edexcel A-  
Level Business | Business | tutor2u](https://www.tutor2u.co.uk/Edexcel-A-Level-Business-Knowledge-Book/)

£6.95



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