

# HIGHAMLANE SIXTHFORM

## Context:

Business is among the most popular field of study at universities worldwide, particularly at graduate level. Business touches on pretty much every aspect of modern human society, so, careers with a business degree are diverse and often highly paid. If you have the ambition to join one of the big blue chip companies (nationally recognised, well-established and financially sound) or lead a ground breaking social media marketing campaign, improve efficiency in manufacturing or one day start your own business then A-Level Business is the essential first step. A-Level Business looks at what business is and has a clear focus throughout on decision making. It looks at how decisions are made by managers and leaders, in improving marketing, operational, financial and human resource performance. Choosing and analysing the strategic position of a business and managing strategic change is also explored in detail. During the course, students will regularly review news articles, social media sites and specialist publications in order to understand and analyse corporate strategies. The topics lend themselves to studying and engaging with the real business world. A-Level Business will encourage students to follow developments and think critically about contemporary business issues and their impact.

Exam Board: Edexcel (9BSO)

## Assessment:

3 Examination papers covering:

A2 Paper 1: Theme 1 & 4 (Based on stimulus material, one extended open response question, requiring students to make connections across Theme 1 and 4)

A2 Paper 2: Theme 2 & 3 (Based on stimulus material, one extended open response question, requiring students to make connections across Theme 2 and 3)

A2 Paper 3: All Themes (Two data response questions including extended responses, pre-released context to enable investigation)

## Year 1

Students will study Theme 1 & 2 in the first year and will develop an understanding of:

- Meeting customer needs
- The market
- Marketing mix and strategy

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- Managing people
- Entrepreneurs and leaders
- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influences

## Year 2

Students will study Theme 3 & 4 in the second year and develop the concepts from Year 1. Students will develop an understanding of:

- Business objectives and strategy
- Business growth
- Decision-making techniques
- Influences on business decisions
- Assessing competitiveness
- Managing change
- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies.

## Other Learning Opportunities:

Supporting KS4 students in Business lessons.

## Where next with this course?

A-Level Business due to its relevance in modern society and the breadth and depth of study, prepares students for a wide range of career and higher education opportunities. You learn and use a variety of transferable skills throughout the course; skills that are in great demand and are recognised by employers, universities and colleges as being of great value. A-Levels in Business combine well with almost all other A-Level subjects for a range of university courses or Advanced/Higher apprenticeships. This can include further training or specialisation in such areas as Accounting, Marketing, Management, Finance, Human Resources, Retailing and Manufacturing.