



## A Level Business Course Outline

### Overview

The Business A Level Course considers the way in which businesses, local, national or international, operate – and the effect of the external business environment which provides opportunities and imposes constraints on the pursuit of short-term and long-term objectives. As well as this, students will have the opportunity of further in-depth study of a range of business functional areas, where tasks are differentiated into specialist areas, such as Human Resources, Finance, Marketing and Operations Management. In Year 2, the main emphasis on topics learnt, will be on business strategy: its nature, development and implementation, plus a critical evaluation in the context of specific organisational and business situations to solve problems and make decisions. This also includes all aspects of the globalisation of business in today's modern world. Overall, this course will help students to develop analytical and evaluative skills, which are highly prized in the employment market.

### Course Structure and Content

#### **Theme 1: Marketing and People**

In Year 12, this Theme is the starting point for understanding the role of business in our society and covers topics concerning Marketing, such as: the market; market research; market segmentation and market positioning; demand and supply; elasticity and the main elements of composing a marketing strategy. Motivational theory and the workings of the Human Resources function is also examined in detail.

#### **Theme 2: Managing Business Activities**

In Year 12, this Theme continues the theme of understanding the role of business by exploring the Finance and Operations functions, as well as investigating the external influences on business. This covers topics such as: raising and managing finance as well as measuring business performance. Using resources efficiently within a business is also discussed, to ensure that goods or services can be delivered effectively and efficiently and to a high quality.

#### **Theme 3: Business Decisions and Strategy**

In Year 13, this Theme moves from functions to strategy, helping to understand the development of core concepts and looking at opportunities and issues in a strategic way. It examines topics such as: corporate objectives; quantitative decision-making techniques such as decision trees and critical path analysis; other financial management tools and the causes and effects of change and how businesses mitigate the risks of uncertainty. Emphasis is placed on the interpretation of financial statements using ratio analysis.

#### **Theme 4: Global Business**

In Year 13, this Theme examines the business environment outside national borders and why businesses seek to involve themselves in this. It examines globalisation, trade and the benefits and dangers this brings to a business. It also examines global competitiveness issues: what a trading bloc is and how this benefits business activity as well as what dangers this brings to a business which faces greater business competition because of globalisation and trading bloc membership. Global marketing and niche marketing are also examined as well as business ethics.

## **Assessment**

Three examinations are undertaken at the end of Year 13 – Paper 1 covers Themes 1 and 4; Paper 2 covers Themes 2 and 3; Paper 3 covers content across all 4 Themes, focusing on an industry or market which will be identified in a pre-release document issued during Year 13. As final exams are held at the end of Year 13, there will be internal assessment held during Year 12.

## **Entry Qualifications**

Students wishing to study this course would be expected to have a good level of achievement in a range of GCSE subjects, including English, Maths and Humanities subjects. No prior knowledge of business is necessary for students to undertake this course, however, if GCSE Business has been taken, a Grade 4 is required as a minimum.

## **Career Prospects**

This course is particularly applicable to any student who wishes to pursue a career in several different business-related areas of employment, such as Accountancy, Advertising, Marketing, Human Resource Management, Public Relations and Retail Management. Business, as a subject, is one of the most popular degree choices in Universities around the United Kingdom.