BUSINESS A LEVEL

EXAMINATION BOARD: EDEXCEL

COURSE OVERVIEW

This is a two year course. It involves writing essays, performing calculations and drawing graphs. The specification is divided into four sections

1 Marketing and People

Meeting Customer needs The Market Marketing mix and strategy Managing People Entrepreneurs and Leaders

2 Managing Business Activities

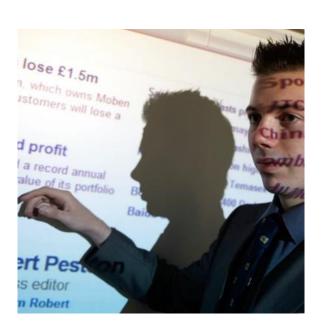
Raising Finance Financial Planning Managing Finance Resource Management External influences

3 Business Decisions and Strategy

Business objectives and strategy Business growth Decision-making techniques Influences on business decisions Assessing competitiveness Managing change

4 Global Business

Global markets and business expansion
Global Marketing
Global industries and companies (multinational corporations)



A Level	UCAS Points
A*	56
А	48
В	40
С	32
D	24
E	16

HOW WILL I BE ASSESSED?

Three examinations in the summer of Year 13. There is no coursework.

ENTRY REQUIREMENTS

Standard 6th Form entry requirements — Grade 5 and above in five subjects including Maths and English.



WHY STUDY THIS SUBJECT?

Business Studies A-level is a great choice for anyone interested in the world of commerce and entrepreneurship. It's a great way to prepare for university courses in the fields of business and management, and to equip yourself with the know-how to start up your own business or follow a career in finance, accounting, marketing or management post university.

STUDENT EXPERIENCE

"A really challenging and interesting course". (Matt Year 12 student)

Further Information: Please see Mr Steepe or email dsteepe@st-anselms.com