



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

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



A Level	UCAS Points
A*	56
A	48
B	40
C	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)