



**STAFFORD**

14-19 Partnership

**Course title:** Business Studies A Level Edexcel Block C

<b>Academic year:</b>	2024
<b>Course Venues:</b>	Sir Graham Balfour High School
<b>Course Type:</b>	A level
<b>Course Code:</b>	12CGbBS1
<b>Duration:</b>	2 years

**Course Description:**

Students will study the Edexcel Business Studies specification. They are introduced to Business knowledge and concepts thematically; in Year 12 the themes of Marketing & People and Managing Business Activities are covered, this is where students build knowledge of core business concepts and apply them to business contexts to develop a broad understanding of how businesses work. Then in Year 13, the themes of Business Decisions & Strategy and Global Business are covered, students now develop a breadth and depth of knowledge and understanding of applications to a wider range of contexts by using more complex business information and tools.

Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.

**Course Content:**

Students will study the following themes throughout the two years.

<b>Theme 1: Marketing and People</b>	<b>Theme 2: Managing business activities</b>
Meeting customer needs	Raising finance
The market	Financial planning
Marketing mix and strategy	Managing finance
Managing people	Resource management
Entrepreneurs and leaders	External influences

<b>Theme 3: Business Decisions and Strategy</b>	<b>Theme 4: Global Business</b>
Business objectives and strategy	Globalisation
Business Growth	Global Markets and Businesses expansion
Decision-making techniques	Global Marketing
Influences on business decisions	Global industries and companies (multinational corporations)
Assessing competitiveness	
Managing change	



### Which key skills will I develop?

#### Cognitive skills

- **Non-routine problem solving** – expert thinking, metacognition, creativity.
- **Systems thinking** – decision making and reasoning.
- **Critical thinking** – definitions of critical thinking are broad and usually involve general cognitive skills such as analysing, synthesising and reasoning skills.
- **ICT literacy** – access, manage, integrate, evaluate, construct and communicate.

#### Interpersonal skills

- **Communication** – active listening, oral communication, written communication, assertive communication and non-verbal communication.
- **Relationship-building skills** – teamwork, trust, intercultural sensitivity, service orientation, self-presentation, social influence, conflict resolution and negotiation.
- **Collaborative problem solving** – establishing and maintaining shared understanding, taking appropriate action, establishing and maintaining team organisation.

#### Intrapersonal skills

- **Adaptability** – ability and willingness to cope with the uncertain, handling work stress, adapting to different personalities, communication styles and cultures, and physical adaptability to various indoor and outdoor work environments.
- **Self-management and self-development** – ability to work remotely in virtual teams, work autonomously, be self-motivating and self-monitoring, willing and able to acquire new information and skills related to work.

#### Entry requirements:

The standard entry criteria to study in the sixth form are a 9-4 in at least seven different subjects, including English and mathematics, which would usually be at grade 4 or above.

To study other subjects already taken at GCSE you must achieve at least a grade 5 or C grade or above in that subject.

#### Assessment:

Students will then be assessed at the end of Year 13 through the following three examinations. Please note that there is NO coursework or Controlled Assessment.

**Paper 1** – Marketing People and Global Business (2 Hours – 100 marks) Questions will assess Themes 1 and 4. It is worth 35% of the overall grade.

**Paper 2** – Business Activities, Decisions and Strategy (2 Hours – 100 marks) Questions will assess Themes 2 and 3. It is worth 35% of the overall grade.



**Paper 3** – Investigating Business in a competitive market (2 hours – 100 marks) Questions will assess all 4 themes. There will be pre-released context material for this paper. It is worth 30% of the overall grade.

**Financial Information:**

The endorsed text by Edexcel that we use for the course is Business Studies 5<sup>th</sup> edition by David Hall et al, students will be required to purchase these for the course.

**Future opportunities:**

Apart from developing many of the crucial transferable life skills listed above. Studying this subject opens the door to a huge number of opportunities, whether it is setting up your own business, opting for a post 18 apprenticeship or management scheme with one of the top 100 companies who offer them. Degrees can be taken in the following areas: Management, Retail, Marketing, Finance, Logistics, Accounting, Human Resources, International Business, Economics, Project Management, Public Relations etc. It really does provide a great insight into the business environment at a local, national and international level, meaning it is suitable to study for whatever your future path may be.

**Entry requirements:**

The standard entry criteria to study in the sixth form is a 9-4 in at least seven different subjects, including mathematics, which would usually be at grade 4 or above (equivalent to grade C in previous years).

**Further information:**

It is NOT a requirement that you study Business Studies at GCSE to study it at A level, but it is desirable. Transition for all students, but particularly those who did not study the subject at GCSE will be aided by sessions run after the GCSE examinations, with reading to be completed over the summer holidays, and a transition challenge at the start of Year 12.

Taking an interest in what is going on in the world from a political, technological, social and economic stand point is vital, as this will influence the entire business environment, and will give context to everything that is being covered throughout the course, so accessing the news regularly is a must.

Contact Ms Auger for more information.

