

**Course title:** Business Studies A-Level Pearson (Block D)

<b>Academic year:</b>	2024
<b>Course Venues:</b>	The Weston Road Academy
<b>Course Type:</b>	A-level
<b>Course Code:</b>	12DWrBS1
<b>Duration:</b>	2 years

**Course Description:**

The Pearson Edexcel Level 3 Advanced GCE in Business is structured into four themes and consists of three externally examined papers. Students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work. Breadth and depth of knowledge and understanding, with applications to a wider range of contexts and more complex business information, are developed in Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues. 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. There may be an option for studying the AS course in one year, however, all students enrolled on the A-Level course will study Themes 1&2 in Year 1. For the A-Level course there will be three external assessments that students will sit at the end of the two year course.

**Course Content:**

**Theme 1: Marketing and People**

Students will develop an understanding of meeting customer needs, the market marketing mix and strategy, managing people, entrepreneurs and leaders.

**Theme 2: Managing Business Activities**

Students will develop an understanding of raising finance, financial planning, managing finance, resource management and external influences.

**Theme 3: Business Decisions and Strategy**

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of business objectives and strategy, business growth, decision-making techniques, influences on business decisions, assessing competitiveness and managing change

**Theme 4: Global Business**

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of globalisation, global markets and business expansion, global marketing and global industries and companies (multinational corporations).

**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 above in that subject.

**Assessment:**

Paper 1: Marks Available 30% Marketing, people and global Business (9BSO/01) - this paper will be based on themes 1 and 2 of the syllabus. Duration: 2hours

Paper 2: Marks Available: 35% Business Activities, decisions and strategy (9BSO/02) - this paper will be based on themes 2 and 3 of the syllabus. Duration: 2hours

Paper 3: Marks Available: 35% Investigating business in a competitive environment (9BSO/03) – this paper will be based on Themes 1-4 of the syllabus. There will be pre-seen case study material provided for use with this paper.

All three A-Level external examinations will be sat at the end of the two year A-Level course.

**Financial Information:** All course related material will be provided. Students will be required to equip themselves with a folder, calculator, pens & writing pad.

**Future opportunities:**

University – Business related degree courses are still amongst the most popular courses in the UK, apprenticeships or employment.

**Further information:**

For further information please see:

<http://www.edexcel.com/quals/gce/gce15/business/Pages/default.aspx>