



Business A Level (Edexcel)

By taking a holistic approach to the subject, you will demonstrate knowledge of the inter-related nature of business using business models, theories and techniques to support analysis of contemporary business issues and situations. The content is designed to engage you through topics and issues that are relevant in today's society – you will study key contemporary developments such as digital chronology, business ethics, and globalisation. You will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.

What is the course content?

Theme 1: Marketing and People

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders

Theme 2: Managing Business Activities

- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influence

Theme 3: Business Decisions and Strategy

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

Theme 4: Global Business

- Globalisation
- Global markets and business
- Expansion
- Global marketing
- Global industries and companies (multinational corporations)

How is the course assessed?

You will be assessed through three external examinations at the end of Year 13. Each paper will be a written exam of 2 hours consisting of 100 marks and equalling 30-35% of the total A Level. Before the A-level qualification can be awarded, students must undertake all the assessments.

Future Opportunities

A-level Business will ensure you are effectively prepared for employment in any organisation and provide you with an understanding of how businesses operate. You will develop a range of transferable skills that will support your progression in higher education and employment.

Key Contact

For further information, please contact Sarah Cockroft at scockroft@rodillianacademy.co.uk