



Course Description

Students are introduced to Business in Theme 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 study the approach the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.

Scheme of Assessment

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
- 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
- Managing change

Theme 4: Global Business

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

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

Paper 1: Marketing, people, and global businesses—35% of the total qualification.

Paper 2: Business activities, decisions, and strategy—35% of the total qualification.

Paper 3: Investigating business in a competitive environment—30% of the total qualification.

Examining Body: Edexcel

Entry Requirements:

5 GCSEs 9 - 5 including a GCSE Maths grade 5 and English Language GCSE minimum grade 5. Grade 6 in Business GCSE or a similar subject

What equipment or materials do I need?

Textbook, stationary, lever-arch folder.

Career Progression

There are many career opportunities if you choose to pursue a career related to the study of business as you can see from the list of examples below:

Advertising
Sales and marketing
Buying and merchandising
Distribution
Product technology
Business consultancy
Trading
Banking and Finance
Teaching
Quality Management
Public Relations and Journalism

“Business Studies allow you to gain many valuable and transferable skills such as strong communication skills , decision making , project and time management.”