



## BUSINESS

### Are you/do you...

Ever thought of setting up and running your own business? Or do you see yourself eventually employed in either the charity sector or other non-profit organisation or even an NGO? Alternatively, you may be considering a place on a graduate training to scheme with a view to getting your foot on the first rungs of the corporate career ladder, with aspirations of a middle or senior management position within a large multi-national corporation, having specialised in a particular function such as Accounting, Marketing, Human Resources or Operations Management. Whatever your future career plans, an A-Level in Business will provide the foundations of Business acumen, together with a wide range of transferable skills which colleges, universities and future employers value highly.

### How will you be assessed?

You will study four themes and sit three exams at the end of your course to achieve the full A-Level:

**Paper 1:** You will tackle data response and essay questions on marketing, people and global businesses – this is the content you study in Theme 1 and Theme 4.

**Paper 2:** You will tackle data response and essay questions on business activities, decisions and strategy – this is the content you study in Theme 2 and Theme 3.

**Paper 3:** You will have a research task before the exam. The questions in the exam – data response and essay questions – are linked to the context you will research.

### What will I study?

You will learn about the diverse nature of business enterprise and the interdependence of the various parts of the business world. You will also explore business success and business failure, investigate local, national and global business markets, and understand how businesses need to adapt and respond strategically to the changing environment in which they operate to survive and grow. In Theme 1 and Theme 2 you will learn about how businesses work. You will be introduced to the Marketing and People functions before investigating entrepreneurs and business start-ups. You will also explore how business finance and operations work, and understand the impact of external influences. Theme 3 and Theme 4 move from functions to strategy. You will explore influences on business strategy and decision-making, and understand how businesses mitigate risk and uncertainty. You will also explore global business and the opportunities and issues facing businesses in today's global world.

### How will this subject support my future plans?

Suitable higher education courses include business management, accountancy and finance, marketing, tourism management and international business. Business students can also progress to a wide range of careers, such as banking, sales, product management and general management, to working in public sector organisations or charities.

### Entry requirements

A minimum of Grade C (or Grade 4 in the reformed subjects) in at least 5 GCSE subjects, including Mathematics and English Language. In addition, a minimum of Grade B in Business is required.

Belong

Grow

Succeed