



WHAT IS A BUSINESS?

- Businesses surround us every day. They employ us and supply us with goods and services. Without businesses, the world would not survive as it currently does.

SOME TRIVIA ABOUT BUSINESS

- The UK is the 6th largest economy in the world, consisting of micro, small, medium and large businesses and organisations operating across the private, public and third sectors and employing 29.7 million people.
- Tesco is the largest private employer in the UK, employing 310,000 people.
- The NHS is one of the largest employers in the world!

AIMS OF THE COURSE

- This course aims to give a broad background into what businesses are and what they do

- Skills developed in this course include numerical skills, use of data, essay and research skills.

WHY STUDY THIS COURSE?

- The course is designed to appeal to students interested in a career in business or a business related subject e.g. marketing, human resources, accounting, business communication or economics. This course is an academic course leading to an AS or A2 in Business
- This course provides a variety of pathways into Higher Education at University or into employment

COURSE OUTLINE

In Year 12 you will study 2 different themes before the AS exam in May of Year 12:



ASSESSMENT

AS (2 papers)

- Written examination
- Sections A and B each comprise one data response question broken down into a number of parts
- Section C comprises one extended, open-response question
- 1 hour 30 minutes each
- 80 marks available.

A2 (3 papers)

- Paper 1: Marketing, people and global businesses (35%, 2 hours, 100 marks)
- Paper 2: Business activities, decisions and strategy (35%, 2 hours, 100 marks)
- Paper 3: Investigating business in a competitive environment (30%, 2 hours, 100 marks)

WHAT ADDITIONAL OPPORTUNITIES ARE AVAILABLE WITH THIS COURSE?

- There is a wide variety of extra curricular opportunities available whilst studying AS/A2 Business
- The Business Apprentice Residential based in Central London at the end of Year 12 aimed at encouraging teamwork, communication, problem solving and working to tight deadlines
- IT & Business trip to Barcelona or Disneyland Paris
- Visits and guest speakers from industry such as Barclay's Wealth and Yougov



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 influences

In Year 13 you will study a further 2 themes before the AS and A2 exams in May/June:

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)