



### **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 32.5 million people.
- Tesco is the largest private employer in the UK, employing over 300,000 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 and business communication. 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:

### **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)

## **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)