

# A-Level Business



**Exam Board:** Edexcel

**Entry Requirements:** grade 5 or above in both English and Maths

## Why choose Business?

Whether or not a student has a career in mind, they will almost all eventually work for a business - even careers in the public sector may well involve budgeting, marketing and employment issues. Business is a truly cross-curricular subject, in that it requires and builds on skills in Maths, English, Humanities, Citizenship, Media, amongst others. Students that study business develop a good commercial awareness and the skills they gain are relevant to a variety of industries.

## What does the course involve?

Theme 1: Marketing and people	Theme 2: Managing business activities
Students will develop an understanding of: <ul style="list-style-type: none"><li>• meeting customer needs</li><li>• the market</li><li>• marketing mix and strategy</li><li>• managing people</li><li>• entrepreneurs and leaders.</li></ul>	Students will develop an understanding of: <ul style="list-style-type: none"><li>• raising finance</li><li>• financial planning</li><li>• managing finance</li><li>• resource management</li><li>• external influences.</li></ul>
Theme 3: Business decisions and strategy	Theme 4: Global business
This theme develops the concepts introduced in Theme 2. Students will develop an understanding of: <ul style="list-style-type: none"><li>• business objectives and strategy</li><li>• business growth</li><li>• decision-making techniques</li><li>• influences on business decisions</li><li>• assessing competitiveness</li><li>• managing change.</li></ul>	This theme develops the concepts introduced in Theme 1. Students will develop an understanding of: <ul style="list-style-type: none"><li>• globalisation</li><li>• global markets and business expansion</li><li>• global marketing</li><li>• global industries and companies (multinational corporations).</li></ul>

## Where will business lead me post Sixth Form?

For students that want to focus upon business and take it through to University, there are many popular areas of employment for business, management and marketing graduates. These include HR, business, finance, marketing PR and sales. Business is also an ideal subsidiary subject to study where a student has a specific career in mind, be it law, languages, sciences, politics, to name a few. Where a student does not have a career in mind, it is an ideal A level to consider as it does not limit one's post-sixth form options.

Business is also an attractive option for those who may wish to take the apprenticeship or direct employment route, potentially making the student more employable. A CBI survey found that 35% of employers were dissatisfied with the business and customer awareness of graduates, and is encouraging all students to develop their employability skills.

For more information, please contact Ms Franklin: [clare.franklin@sirthomasfremantle.org](mailto:clare.franklin@sirthomasfremantle.org)