



# BUSINESS

## A LEVEL

### WHAT YOU WILL LEARN

Choosing Business will give you a good understanding of business marketing practices, creating and developing products and services to attract customers, micro and macro business principles impacting business strategic decision making, how markets are affected by world events, and how to assess a firms' financial health.

Business supports students in the development of business concepts and theories which are applied to a range of real-world contexts, giving students a holistic understanding of business as well as developing quantitative and qualitative skills relevant to business contexts.

#### FIRST YEAR TOPICS

##### Marketing and People

- Meeting Customer Needs
- The Marketing Mix and Strategy
- Managing People
- Entrepreneurs and Leaders

##### Managing Business Activities

- Raising Finance
- Financial Planning
- Managing Finance
- Resource Management
- External Influences

#### SECOND YEAR TOPICS

##### Business decisions and Strategy

- Business Growth
- Decision-making Techniques
- Influences on Business Decisions
- Assessing Competitiveness

##### Global business

- Globalisation
- Global markets, business expansion and Marketing
- Global Industries and Companies

### WHAT YOU NEED:

- GCSEs to include a minimum Grade 4 in Maths and English.

### HOW YOU WILL BE ASSESSED

- 100% Examination

### WHERE CAN BUSINESS TAKE YOU?

#### UNIVERSITY COURSES

- Marketing
- Business Studies
- Economics
- Human Resources
- Project Management

#### CAREER PATHWAYS

- Accounting and Finance
- Banking
- Business Management
- Consultancy
- Media, Marketing and Advertising
- Retail and Sales
- Human Resource Management

### ADDITIONAL INFORMATION

Students will benefit from talks delivered by local and national businesses. We also offer opportunities to embark on a field trip to New York and attend an educational talk at Thorpe Park.