

# BUSINESS



EXAM BOARD: EDEXCEL COURSE DURATION: 2 YEARS

This course enables students to focus on the dynamic nature of the contemporary business world, as well as providing opportunities for research into topical business issues and the development and application of a full range of academic skills including problem solving, challenging assumptions and critical analysis.

## THEME 1: MARKETING AND PEOPLE

This theme looks at meeting customer needs, the market, marketing mix and strategy, managing people, entrepreneurs and leaders.

## THEME 2: MANAGING BUSINESS ACTIVITIES

This theme looks at raising finance, financial planning, managing finance, resource management, external influences.

## THEME 3: BUSINESS DECISIONS AND STRATEGY

This theme develops the concepts introduced in Theme 2: business objectives and strategy, business growth, decision-making techniques, influences on business decisions, assessing competitiveness, managing change.

## THEME 4: GLOBAL BUSINESS

This theme develops the concepts introduced in Theme 1: globalisation, global markets and business, expansion, global marketing, global industries and companies, multinational corporations.

## ASSESSMENT

Paper 1: Marketing and people and global business (Theme 1 & 4 ) two-hour exam, 35%

Paper 2: Business activities, decisions and strategy (Theme 2 & 3) two-hour exam, 35%

Paper 3: Investigating business in a competitive environment (All Themes) two-hour exam, 30% (pre-released context)

## CAREERS / HE INFORMATION

Business can be combined with almost any other subject at university. It is an element of many courses in various disciplines. There are hundreds of business courses ranging from a general Business Studies degree course to more specialised courses for entry into management professions. There is a huge range of opportunities at post A-level from management training with well-known firms, to careers in human resource management, finance and accounting, corporate law, environmental law, marketing and other areas such as operations, logistics and ICT.