

Business



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Course Aims

In Year 12, students build their knowledge of core business concepts and apply them to real world examples in order to develop a broad understanding of how businesses work. Breadth and depth of knowledge and understanding, with applications to a wider range of contexts and more complex business information, are developed in the second year. This requires students to take a more strategic view of business strategies and issues. As well as developing business skills the course also enables students to develop their ability to examine an issue in detail; use numerical techniques to analyse an issue; develop accurate chains of reasoning and make justified conclusions.

Qualifications and Qualities Needed

Where students have studied GCSE Business and/or Economics a grade 6 is the minimum requirement for entry onto the course. You will also need a grade 6 in GCSE English and Mathematics. You need to be interested in the world around you and be willing to discuss your ideas in class. You need to be hardworking and motivated.

Course Structure

Edexcel www.edexcel.com

At the end of Year 13 students will sit three papers, broken down as follows:

Paper 1: Marketing, people, and global businesses	Exam: 35% - 2 hrs
Paper 2: Business activities, decisions, and strategy	Exam: 35% - 2 hrs
Paper 3: Investigating businesses in a competitive environment	Exam: 30% - 2 hrs

The course is split into a number of themes. Themes 1 and 2 are studied in Year 12, while Themes 3 and 4 are studied in Year 13.

Theme 1 and 4 will be assessed in paper 1. Theme 2 and 3 will be assessed in paper 2, and paper 3 is a combination of all themes based on a pre-release case study.



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

Students go on to study such a wide variety of related subjects such as: Accountancy, International Business, Retail Management and Politics. Hopefully some students will become the successful entrepreneurs and world leaders of the future!

