

# 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](http://www.edexcel.com)

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

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|--|-------------------|
| 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.



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| <p><b>Theme 1: Marketing and people</b></p> <p>Students will develop an understanding of:</p> <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>   | <p><b>Theme 2: Managing business activities</b></p> <p>Students will develop an understanding of:</p> <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>   |
| <p><b>Theme 3: Business decisions and strategy</b></p> <p>This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:</p> <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> | <p><b>Theme 4: Global business</b></p> <p>This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:</p> <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> |



## 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!

