



Business A Level

Course Leader: Mrs B Hall

Why Study Business?

The Business (A Level) course aims to equip students with the ability to make sense of many contemporary business issues. It aims to give students an understanding of how businesses operate in an ever-changing, dynamic environment, focusing on topics such as Marketing, People and management, Finance and Business strategy. Students are encouraged to use an enquiring, critical and thoughtful approach to the study and to appreciate that business behaviour can be studied from a range of perspectives.



Course Content and Assessment

Business A Level subject content is divided into four units that are assessed through external examination.

Theme 1 – Marketing and People

Students will develop an understanding of the importance of Marketing to the success of the business, covering fundamental concepts such as understanding and meeting customer needs, marketing mix and appropriate marketing strategy. It also focuses on the importance of people to meet the strategic vision of businesses and the critical role of effective management.

Theme 2 – Managing business activities

This theme focuses on the financial aspects of business management including raising, planning and managing finance. It also develops an understanding of resource management.

Theme 3 – Business decisions and strategy

Students will develop an appreciation of objectives and business strategy using decision-making techniques and an understanding of the management of change. It also focuses on the external business environment and other influences that affect business decisions.

Theme 4 – Global Business

Students will develop an understanding of globalisation, global markets and business expansion, global marketing and the impact of multinational companies.

Progression Routes

The course forms an excellent base for a wide range of university options including Law, Business, Finance and Accounting, International Business and Management. It also equips students with some of the skills and understanding to build a career in Finance, Marketing, Human Resources or Management.

Entry Requirements

It is not necessary to have studied GCSE Business Studies in order to be considered for this course. However, students who have studied GCSE Business must have gained at least grade 5 in the subject. At least grade 5 in GCSE English and 4 in Mathematics is also required.