

Course Overview:

The Business A Level is a challenging and relevant course, within which students are encouraged to use an enquiring, critical and thoughtful approach to the study of business.

Students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts 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 Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues.

Theme 1: Marketing and people:

Students will develop an understanding of 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 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. Students will develop an understanding of 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 globalisation; global markets and business expansion; global marketing; global industries and companies (multinational corporations).

Works well with:

- Accountancy
- Mathematics
- Further Mathematics
- Politics
- Sociology

Progression Opportunities:

Possible career choices with A-level business studies include management, marketing, finance, accounting, banking, retailing, manufacturing and local government. Many universities will accept business studies as a A-level when applying for courses such as economics, business studies and many other options.