

Subject: Business

Level: A Level



Course Outline

The aims and objectives of the GCE in Business are to enable students to:

- Develop an enthusiasm for studying business
- Gain an holistic understanding of business in a range of contexts
- Develop a critical understanding of organisations and their ability to meet society's needs and wants
- Understand that business behaviour can be studied from a range of perspectives
- Generate enterprising and creative approaches to business opportunities, problems and issues
- Be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- Acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis
- Apply numerical skills in a range of business contexts.

The knowledge, skills and understanding

The new specification for this qualification (First certification 2017) is delivered across four 'themes'

Theme 1: Marketing and people

Theme 2: Managing business activities

Theme 3: Business decisions and strategy

Theme 4: Global business

How is the qualification assessed?

The course requires students to sit five external examinations:

- Theme 1&4 (35%) Theme 2&3 (35%)
- Theme 1,2,3 & 4 (30%)

Who would be a successful student of Business?

This course will appeal to students who:

- Have a keen interest in business and how it operates;
- Enjoy studying a subject that is relevant to their own lives and experiences;
- Want to find out more about business from personal investigation;
- Are interested in developing an understanding of business operations and the markets they serve;
- Want to follow a course that is active and enjoyable;
- Want to move on to a career with management potential or a higher education course.

Career Opportunities

You will find this course particularly useful if you wish to progress onto an apprenticeship or degree in one of the following areas:

- Accounting
- Marketing
- Human Resources Management
- Retail Management
- Administration
- Business