

Course Outline

The aims and objectives of the A Level in business are to enable students to:

- develop an enthusiasm for studying business;
- gain an holistic understanding of business in a range
- 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 specification for this qualification 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