A Level: Business

Specification: Edexcel

BISHOP STOPFORD SCHOOL Sixth Form
faith | justice | responsibility | truth | compassion

If you have an interest in business, this is an obvious choice for you. The range of skills Business A Level develops means it is an excellent course for everyone to consider.

While learning about planning, managing and financing successful businesses in an ever-changing world, you will develop a useful range of transferable skills. You will learn the importance of problem solving, how to research effectively, and present and justify points of view based on sound analysis and evaluation of texts and data. You will also consider important factors such as how businesses make good, ethical decisions and judgments.

Subject Content

Theme 1: Marketing and People

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders

Theme 2: Managing business activities

- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influences

Theme 3: Business decisions and strategy

- Business objectives and strategy
- Business growth
- Decision-making techniques
- Influences on business decisions
- Assessing competitiveness
- Managing change

Theme 4: Global business

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies (multinational corporations)

Exam Assessment

Paper 1: Marketing, people and businesses.

- Will assess marketing, people and global businesses.
- Questions drawn from Themes 1 and 4
- 35% of the total qualification
- Externally assessed written examination
- Two sections, students answer all questions from both sections
- Sections A and B each comprise one data response question
- Duration: 2 hours
- 100 marks available

Paper 2: Business activities, decisions and strategy

- Will assess business finance and operations, business decisions and strategy.
- Questions drawn from Themes 2 and 3
- 35% of the total qualification
- Externally assessed
- Written examination
- Two sections, students answer all questions from both sections
- Sections A and B each comprise one data response question
- Duration: 2 hours
- 100 marks available

Paper 3: Investigating business in a competitive environment

- Will assess content across all 4 themes
- Pre-released context issued in Nov of previous year
- 30% of the total qualification
- Externally assessed
- Written examination
- Two sections, students answer all questions from both sections
- Sections A and B each comprise one data response question
- Duration: 2 hours
- 100 marks available

Enrichment:

Guest speakers are invited into school.

Pupils are encouraged to attend revision conference days.

Trip to the Bank of England.

For further details please contact:

Mrs Campbell - ccampbell@bishopstopford.com

Mrs Lilley – elilley@bishopstopford.com