



Business

A-Level

Overview

The A Level in Business Studies is a great qualification for students interested in studying Business nationally and internationally. Taught by specialist teachers using a wide range of teaching methods and interactive resources including trips, competitions and speakers. Housed in the historic core of Queen's College, the department, known as 'The Covers,' comprises purpose-designed classrooms fully equipped with the latest technology.

Why Study?

Understanding business is fundamental to most careers these days and many of our students who undertake the A Level course go on to business courses at Higher Education or an apprenticeship. Although you will consider a variety of business questions supported by theory, the emphasis is on your ability to analyse business problems and evaluate your own solutions to these problems. You are required to take an interest in current business affairs through the watching of relevant television programmes, reading quality newspapers and magazines and using the internet. All students will have the opportunity to compete in our interschool economics and business competition the QuBEC cup, at the end of year 12.

Course information:

Exam Board: Pearson Edexcel

In Year 12, you study Themes 1 and 2 and, in Year 13, Themes 3 and 4.

Theme 1: Marketing and People - Students will develop an understanding of:

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



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Theme 2: Managing Business Activities -Students will develop an understanding of:

- Q raising finance
- Q financial planning
- Q managing finance
- Q resource management
- Q external influences

Theme 3 Business Decisions and Strategies - This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

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

Theme 4- Global Business this theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- Q Globalisation
- Q Global markets and business
- Q Expansion
- Q Global marketing
- Q Global industries and companies
- Q (Multinational corporations)

Progression

Careers for Business Studies graduates are far reaching and include progression into jobs in marketing, operational logistics, buying, accountancy, human resources, and management as well as banking. 67% of business graduates find a job within six months of leaving university – ahead of other general subjects.

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