

# BUSINESS STUDIES – A Level



“It’s not the strongest species that survive, nor the most intelligent, but the most responsive to change.” *Charles Darwin*

## Overview

Learn about marketing and people, managing business activities, decisions and strategy and global business.

## Year 12

You will learn how to meet customer needs, about business markets and marketing strategy, how people are managed and about entrepreneurs and leaders. Learn how to raise finance, financial planning and management together and how external influences can affect business.

## Year 13

Building on previous studies you will look at business objectives and strategy, studying business growth, decision-making techniques and how these are influenced, assessing competitiveness and managing change. Finally you will develop your knowledge by looking at the impact of globalisation, market expansion, global marketing, industries and companies as well as multinational corporations.

## Assessment method

At the end of Year 12 you will sit end of year exams, these will not count towards your final results. Formative and Summative assessments will be sat throughout Year 12 and Year 13.

There are three final written examinations at the end of Year 13, which are 2 hours long each.

## Additional information

In addition to homework you will also be expected to carry out a minimum of 5 hours independent study per fortnight in each subject studied. During independent study you are expected to read around each topic in the course.

You will need a copy of ‘Edexcel Business A Level Year 1’ by Marcourse, Watson and Hammond (ISBN: 9781471847769).

In February 2020 there will be a trip to New York to visit Lower Manhattan’s Financial District and iconic Wall Street. The trip costs approximately £890/person.

## Entry requirements

Five GCSE Grade 6 to 9 including English and Maths.

## For more information contact

Mr M Hollier  
mmorton@writhlington.org.uk

## Futures

Advertising and Marketing, PR, Market Researcher, Research Analyst, Recruitment, Banking, Finance, Accountancy, Industry buyer, Retail, Distribution management, Human Resource Management, Sales, Stockbroker, Systems analyst.

## Exam board

