



# A Level Business

**“Business keeps you up to date with what’s going on in the world and allows you to be a step ahead at all times.”**

*Business student*

**Pearson Edexcel Level 3 Advanced GCE in Business (9BS0)**



# Is Business for me?

Yes, if you enjoy:

- Communicating and explaining ideas
- Exploring and presenting alternative courses of action
- Thinking strategically and making decisions
- Working with numbers to solve business problems
- Keeping up to date with national and international business news
- Learning about the world of business through research and investigation



# What if I did GCSE Business?

- If you studied GCSE Business and enjoyed it, you are likely to enjoy the A level too
- There is some overlap in core content but you will learn content in greater depth at A level
- You will still learn about real businesses but you will focus more on strategic thinking and the global world in which businesses operate
- There is no controlled assessment but there is a pre-released research task for A level so you can investigate an industry or market in which businesses operate



# What if I didn't do GCSE Business?

- You don't need to have studied Business at GCSE to do the A level – you will be introduced to all the core content
- It is more important that you are interested in business... you might want to start your own business one day, be interested in the world around you, explore how businesses work and consider the challenges businesses face
- A level Business helps you to understand all of this and more!



# What will I learn?

- In **Theme 1** you will learn about dynamic markets, the role of social media and online retailing, innovation and entrepreneurship, marketing and human resources
- **Theme 2** introduces you to business finance, the impact of economic uncertainty on businesses and the competitive environment
- In **Theme 3** you will moving from functions to strategy, exploring business decision-making, small business survival, managing change and scenario planning
- **Theme 4** explores global business, investigating overseas markets, cultural and social differences and the impact of multinationals



# Year 12

## Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

## Theme 2: Managing business activities

Students will develop an understanding of:

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



# Year 13

## Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

## Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).



# How will I be assessed?

For A level you will study all four themes and will sit three exams at the end of your course:

- **Paper 1** has data response and essay questions, and focuses on Theme 1 and Theme 4 content
- **Paper 2** has data response and essay questions, and focuses on Theme 2 and Theme 3 content
- **Paper 3** has a pre-released context so you will investigate an industry or market in which businesses operate before your exam. The data response and essay questions in the exam are linked to the context

A photograph of three students in a classroom or library. In the foreground, a young woman with long dark hair is sitting at a white desk, looking intently at a laptop screen. Her hands are on the keyboard. In the background, two other students, a young man and a young woman, are also sitting at desks, looking at papers or laptops. The scene is brightly lit, suggesting a modern educational environment.

# What do students think about studying Business at A Level?

# Year 13 answers to some of the questions you might ask them:



- What do you enjoy most about business lessons?
  - Business is a very engaging subject and so I enjoy being able to discuss business news with the class
  - I enjoy working together in groups to do research and present to the class
  - I enjoy class discussions and the presentations we make as it enables us to work together and get different ideas across
  - Learning new things every lesson and using case studies to improve our knowledge
  - I enjoy learning about different aspects of business from finance (learning about how to calculate revenue coming in and out of your business) to HR (learning about how to motivate your staff and how to improve communication). All this gives a real clear insight on how to build a business. These skills will be very important for the future if you look to work in the sector of business



- What's the most interesting topic you've studied so far?
  - The marketing mix and the role of shareholders
  - Management and decision making and human resource decisions
  - The most interesting topic I have learnt is the strategic positioning of a business. With the theory's connected to it, it really helps shows how a business places itself in a market, and how they go about pricing their products. Looking at real case studies is very interesting as it allows you to relate it to shops you may go to on a weekly basis.
  
- What are other business students like?
  - Eager to learn new things but also make lessons fun as we can discuss ideas as a class
  - They are truly engaged and enthusiastic about learning the topic which will help and encourage you to do the best you can in Business A Level



- Will I enjoy lessons or will they be boring?
  - Yes, you will enjoy business lessons because they are always new and interesting
  - I am sure you will enjoy business because of the teachers, content and activities that are in place to ensure the best learning of Business. You will be engaged and it will be fun as it will get you really thinking
- How easy is it to get extra help if I'm finding it difficult?
  - Very easy because teachers are always more than happy to help
  - Very easy, you can email or go and see the business teachers. They are all very friendly and will help you in any way they can
  - Pop the teachers an email or see them in school and they will be sure to help. Taking a look on YouTube is also a big help as well as the Textbooks given to you at the start of the year.



- What aspects of the work have you found most difficult?
  - Timings with the long answer questions have been the most difficult
  - Calculations might be quite hard to grasp at first but it'll get easier through practice
  - The longer marked questions and the finance unit however I have taken extra time to practice these areas so I can better my understanding
  - I have found the big answer questions hard but the teachers try their best to help and support you on how to fix it
- What has surprised you most about studying business at A Level?
  - Studying business has surprised me because I didn't realise how much business affects our day to day lives whether it be through education or regular visits to the shops
  - I have found it very interesting as I can relate real life scenarios to the different topics
  - The case studies and class work help further develop your critical analysis and problem-solving skills
  - It is very relevant to today's business sector and economy because it is very interesting to see how businesses are doing around the world and around us



# What can I do after the course?

Business prepares you for progression to further study or the world of work:

- Transferable skills like making decisions, solving problems, numerical skills, understanding the business environment and commercial awareness are relevant to university and employment
- You might want to study a degree in business management, accountancy, tourism management or international business
- You might progress to a career in banking, sales, product management or for charity
- There are many possibilities!



# How do I find out more?

You can find out more about studying Business by:

- Visiting the Edexcel website to find out more about A level Business
- Search online for Business courses at university to find out more about where an A level in Business can take you
- Find out what is happening in the world of business by watching business programmes and reading business news
- Speak to your Mr Wood (Head of Business & Economics) or Mrs Kelly, who will advise you what to do next



**Good luck!**