

KS5 Business Studies: Curriculum on a Page

What Will I Learn?

<p><u>Theme 1: Marketing and People</u></p> <p>1.1 Meeting Customer Needs: Market Research, Market Positioning, Mass/Niche Markets.</p> <p>1.2 Market: Supply, Demand, PED, YED.</p> <p>1.3 Marketing Mix and Strategy: Product, Promotion, Pricing, Distribution Strategies.</p> <p>1.4 Managing People: Recruiting, Training, Organisational Design, Motivation, Leadership.</p> <p>1.5 Entrepreneurs and Leaders: Entrepreneurial Traits, Objectives, and Leadership Styles.</p>	<p><u>Theme 2: Managing Business Activities</u></p> <p>2.1 Raising Finance: Internal/External Sources, Liability, Planning.</p> <p>2.2 Financial Planning: Sales Forecasting, Revenue, Costs, Break-Even, Budgets.</p> <p>2.3 Managing Finance: Profit, Liquidity, Business Failure.</p> <p>2.4 Resource Management: Production, Capacity, Stock Control, Quality.</p> <p>2.5 External Influences: Economic, Legal, and Competitive Factors.</p>
<p><u>Theme 3: Business Decisions and Strategy</u></p> <p>3.1 Business Objectives and Strategy: Corporate Strategy, SWOT, External Influences.</p> <p>3.2 Business Growth: Organic Vs. Inorganic Growth, Mergers, Staying Small.</p> <p>3.3 Decision-Making Techniques: Investment Appraisal, Decision Trees, Critical Path Analysis.</p> <p>3.4 Influences on Business Decisions: Corporate Culture, Ethics, Stakeholder Vs. Shareholder.</p> <p>3.5 Assessing Competitiveness: Ratio Analysis, Financial Statement Interpretation.</p> <p>3.6 Managing Change: Causes, Effects, And Management of Change.</p>	<p><u>Theme 4: Global Business</u></p> <p>4.1 Globalisation: Trade, Growth, Protectionism, and Trading Blocs.</p> <p>4.2 Global Markets and Business Expansion: Market/Production Location Assessment, Global Mergers.</p> <p>4.3 Global Marketing: 'Glocalisation' and Cultural Factors.</p> <p>4.4 Global Industries and Companies (MNC's): Impact, Ethics, and Control of Multinational Corporations.</p>

How Am I Examined?

Business A Level is taught across 2 years. There are PPE's at the end of your year 1 studies in Business A-Level. Year 1, you will study themes 1 & 4, and you will complete a full A2 paper 1 PPE. You will then in the 2nd year complete a full series PPE, in preparation for your full exam series (as seen below).

Paper	Theme
1: Marketing, People and Global Business	1 and 4
2: Business Activities, Decisions and Strategies	2 and 3
3: Investigating Business in a Competitive Environment	1,2,3 and 4

The papers are weighted:

Paper 1 - 35%

Paper 2 - 35%

Paper 3 - 30%

Papers 1 & 2 will contain 4,10,12 and 20-mark questions. Paper 3 will contain 8,10,12,20-mark questions. In paper 3 there is a pre-release of information earlier that is at the discretion of the teacher to give to students. This pre-release contains guided areas of revision for markets/industry and offers students the chance to compile notes **before** the exam. Please note that students cannot take the notes **into** the exam. There is **no** pre-release for papers 1 & 2.

Where Can This Take Me?

Studying Edexcel A Level Business builds and develops many sought-after industry skills in analysis, decision-making, finance, marketing, problem solving, teamwork, leadership, critical thinking, data interpretation, and evaluation; which support progression into university, apprenticeships and employment.

Higher Education (Degree) Options:

Business and Management

Marketing

Accounting and Finance

Economics

Human Resource Management (HR)

International Business

Entrepreneurship

Leisure and Tourism

Law or Politics

(or depending on the university, any of the above and more as pathways combined with business and management)

Career opportunities:

Marketing Executive

Accountant or Financial Analyst

Human Resources Manager

Business Consultant

Project Manager

Entrepreneur / Business Owner

Sales Manager

Operations Manager

Investment or Banking Roles

Retail and Supply Chain Management

Transferable Skills Gained