



HARLINGTON
UPPER SCHOOL

Creating ambitious, altruistic and accountable leaders



A LEVEL BUSINESS STUDIES

EXAM BOARD: EDEXCEL

KS5 Leader: Mrs E Gill

Email: egill@harlington.org

Course Entry Requirements:

GCSE grade 4 in English and Maths
GCSE Business Studies recommended

Course Outline and Assessments

In Business Studies, students explore a range of topics such as marketing, finance, business strategy, and business in a global context. Because it provides comprehensive coverage of all elements of the business process, this course is excellent preparation for further study or employment.

The course covers the following topics:

Meeting customer needs, Marketing mix and strategy, Managing people, Entrepreneurs and leaders, Raising finance, Financial planning, Managing finance, Resource management, External influences, Business objectives and strategy, Business growth, Decision making techniques, Influences on business decisions, Assessing competitiveness, Managing change, Globalisation, Global markets and business expansion, Global marketing, Global industries and companies,

ASSESSMENT

Paper 1: Marketing, people and global businesses.

120 minute exam, 100 marks, 33.3% of final grade

Data response and essay questions

Paper 2: Business activities, decisions and strategies.

120 minute exam, 100 marks, 33.3% of final grade

Data response and essay questions

Paper 3: Investigating business in a competitive environment (synoptic).

120 minute exam, 100 marks, 33.3% of final grade

Data response and essay questions

LEARNING STRATEGIES

- ✓ Investigations and case studies
- ✓ Data analysis
- ✓ Group discussions and presentations
- ✓ Young Enterprise enrichment programme
- ✓ Extended writing