

## OVERVIEW OF COURSE

### **A Level Course 9BS0**

The GCE in Business Studies will help you develop a holistic understanding of business in a range of contexts, a critical understanding of organisations and their ability to meet society's needs and wants along with an awareness of the ethical dilemmas and responsibilities faced by organisations and individuals. The course brings the real world into the classroom.

### **Year 12 Units:**

**Theme 1:** Marketing and People focuses on developing an understanding of: how firms meet customer needs, the market, the marketing mix and strategy, managing people along with entrepreneurial qualities, motives and leadership skills.

**Theme 2:** Managing Business Activities focuses on developing an understanding of: raising finance, financial planning, managing finances, resource management and how external factors affect business decisions.

### **Year 13 Units**

**Theme 3:** Business Decisions and Strategy develops the concepts introduced in Theme 2. You will develop an understanding of: business objectives and strategy, business growth, decision-making techniques, influences on business decisions, assessing competitiveness and managing change.

**Theme 4:** Global Business develops the concepts introduced in Theme 1. You will develop an understanding of: globalisation, global markets and business expansion, global marketing, global industries and companies (multinational corporations).

All themes are assessed through 3 external examinations.

### **Popular Subject Combinations**

This exciting and highly valued Business Studies A level is often taken with a Foreign Language, Art, Technology or Maths, including Core Maths.

### **Career Paths**

Commercial Business, Law, Sales/ Marketing /Advertising, Production, Inventory Management, Purchasing and Supply, Accountancy/Financial Management, Business Studies, Business Management, Economics, Economics of Developing Countries, HR and Personnel Management, Uniformed Services, Teaching/Training Management, Banking.



## **ENTRY REQUIREMENTS:**

**GCSE Grade 9-5 in English and Maths.**

**Preferable: Grade 6 in English.**