



SUBJECT: Business A level

HEAD OF DEPARTMENT:

Dr R Frampton

EXAM BOARD AND SYLLABUS NUMBER:

Edexcel / QAN: 60146734

<p>SYNOPSIS OF CONTENT:</p> <p>The study of A Level Business develops an appreciation of the ever-changing political, economic, social and technological factors surrounding the functionality of businesses. This is the flagship course for the International Enterprise Academy, allowing students to fully develop their enterprising characteristics in collaboration with the Peter Jones Enterprise Foundation.</p> <p>Students study four distinct themes which provide a holistic oversight into the role of businesses in the modern world. The themes are:</p> <p>Theme 1: Marketing and People</p> <p>Theme 2: Managing Business Activities</p> <p>Theme 3: Business Strategy</p> <p>Theme 4: Global Business</p>	<p>WHY STUDY THIS SUBJECT?</p> <p>Students will complete the A Level Business course with a full understanding of the core business functions. They will be able to confidently explain the purpose of each function and be mindful of external pressures impacting the role of businesses in the modern, globalised, world.</p> <p>Students will also develop work-ready competencies, such as communication, team work and creativity. The teaching style within the department and Peter Jones Enterprise Academy interactions offer frequent opportunities for debate and presentations.</p> <p>SELF STUDY ADVICE / USEFUL WEBSITES:</p> <p>CPG A Level Business workbook</p> <p>Financial Times – free mobile app subscription (see student shared drive for instructions)</p> <p>Economist – free mobile app subscription (See student shared drive for instructions)</p> <p>School library Business/ Economics novel section</p>
<p>HOW IS IT ASSESSED?</p> <p>Students sit three examination papers at the end of Upper Sixth, which are:</p> <p>Paper 1: Marketing, People and Global Business (35%)</p> <p>Paper 2: Business Activities, Decisions and Strategy (35%)</p>	<p>ADDITIONAL INFORMATION / CAREER OPPORTUNITIES</p> <p>As students of the International Enterprise Academy, students regularly interact with the Peter Jones Enterprise Foundation resources. These include “flash challenges”, workshops, guest speakers and joining an alumni network which provides mentoring opportunities.</p> <p>All Lower Sixth Students attend a “City of London Experience” day, visiting institutions such as Investec, Bank of England, Lloyds of London and Blackrock.</p>

<p>Paper 3: Investigating Business in a competitive environment (30%)*</p> <p>*This is a pre-seen case study paper, whereby students apply theory to a particular business context.</p>	<p>SPECIFIC MATRICULATION REQUIREMENTS</p> <p>In addition to the Sixth Form matriculation requirements, you will need to have at least a grade 5 in your GCSE Business subject or a GCSE Humanity, and a GCSE Maths Grade 5.</p> <p>The course requires sound mathematical knowledge and this is explicitly required and assessed through one of the four teaching themes.</p>
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