

A level Business

Class of 2022-2024

Teachers

Mr M Willis

Mr J Mead

EDEXCEL A-LEVEL BUSINESS

Edexcel A-Level Business comprises of 4 themes and consists of three externally examined papers

Themes 1 and 2 provide you with an introduction to core business topics and allows you to apply these topics to business contexts to help you develop an understanding of how real businesses operate

Themes 3 and 4 provide you with more breadth and depth of business knowledge and require you to take a more strategic and long-term view of business issues and opportunities

THEME 1: MARKETING AND PEOPLE

In Theme 1, you will be introduced to the market, exploring both the marketing and people functional areas of business. In Theme 1, you will develop an understanding of:

- Meeting Customer Needs
- The Market
- Marketing Mix and Strategy
- Managing People
- Entrepreneurs and Leaders

THEME 2: MANAGING BUSINESS ACTIVITIES

In Theme 2, you will explore key areas in relation to how a business manages their activities. In Theme 2, you will develop an understanding of:

- Raising Finance
- Financial Planning
- Managing Finance
- Resource Management
- External Influences

THEME 3: BUSINESS DECISIONS AND STRATEGY

In Theme 3, you will build on and develop those concepts that were introduced in Theme 2, developing an understanding of:

- Business Objectives and Strategy
- Business Growth
- Decision-Making Techniques
- Influences on Business Decisions
- Assessing Competitiveness
- Managing Change

THEME 4: GLOBAL BUSINESS

Theme 4, builds on the concepts of Theme 1, allowing you to develop and understanding of

- Globalisation
- Global Markets and Business Expansion
- Global Marketing
- Global Industries and Companies (multinational corporations)

Resources & T&L

- During lessons students will learn key content for each theme
- The real world is key to helping students understand the theory and business examples are used throughout the course to apply theory and develop analysis and evaluation.
- Past papers and exam assessments are used throughout the course to ensure students are fully prepared for the end of year time
- Teachers also spend time discussing post 6th form opportunities with students
- Resources are available for students to share via re class

Assessment skills

Your business knowledge and understanding is important **but** the majority of marks available will be based on your ability to **apply** the **knowledge** to the **business context**; **analyse** relevant issues (pros and cons) and **making relevant and appropriate conclusions**.

The table outlines gives you an overview of the skills and how to demonstrate in your work.

Skill	What you must do
Knowledge	You need to show you understand the theory!
Application	You must refer to case study information and show an understanding of the business context
Analysis	Develop arguments – benefits and issues etc
Evaluation	Make judgements and offer conclusions when appropriate

Exams

All exams are taken at the end of Year 13. There are 3, equally weighted exams. The table below outlines the themes covered in each exam.

Paper	Themes assessed
Paper One	Combination of Theme 1: Marketing and People & Theme 4 Globalisation
Paper Two	Combination of Theme 2: Managing business activities & Theme 3 Business decisions and strategy
Paper Three	Synoptic paper, assess all themes in the context of a pre release case study

Contact details

Teachers : Mr M Willis mwillis@queenelizabeths.com

: Mr J Mead jmead@queenelizabeths.com

Head of department: Mr A Sheridan asheridan@queenelizabeths.com