

Your guide to our
Edexcel

AS and A level Business



Our new Edexcel AS and A level Business

- **Clear and coherent structure** – four engaging and up-to-date themes, assessed through three externally examined papers.
- **Continuous progression** – students are introduced to core business concepts and develop a broad understanding of how businesses work before they consider the decision-making tools that help business people move towards a more scientific approach to management.
- **Helps develop a holistic understanding of business** – students investigate, analyse and evaluate business opportunities and issues. Building on this, and by using both qualitative and quantitative methods, they are encouraged to take a more strategic view of their decisions and recommendations.
- **Provides a real business focus** – the new specification content encourages students to contextualise the theory and respond to real-life business case studies and evidence in the assessments.
- **Reflects today's global world** – in the second year of study, students develop an understanding of current global issues that impact on business, preparing them for their next steps in today's global world.
- **Develops transferable skills for progression to higher education** – students will develop a multitude of skills, including numeracy, communication and an understanding of research methodology in order to make a smooth transition to the next level of study.
- **Supports progression from KS4** – the content builds on the understanding developed at KS4, avoiding unnecessary repetition while also ensuring that learners new to the subject are appropriately supported.



Your at-a-glance guide to AS and A level Business

A Level

Theme 1 Marketing and people

Meeting customer needs
The market
Marketing mix and strategy
Managing people
Entrepreneurs and leaders

Theme 2 Managing business activities

Raising finance
Financial planning
Managing finance
Resource management
External influences

Mock exams in June Year 12 / January Year 13

Theme 4 Global business

Globalisation
Global markets and business expansion
Global marketing
Global industries and companies
(multinational corporations)

Theme 3 Business decisions and strategy

Business objectives and strategy
Business growth
Decision-making techniques
Influences on business decisions
Assessing competitiveness
Managing change

Paper 1 Marketing, people and global businesses

Questions drawn from **Theme 1** and **Theme 4**
100 marks, 2 hours
35% of qualification

Section A: one data response question, including one extended open-response question

Section B: one data response question, including one extended open-response question

Paper 2 Business activities, decisions and strategy

Questions drawn from **Theme 2** and **Theme 3**
100 marks, 2 hours
35% of qualification

Section A: one data response question, including one extended open-response question

Section B: one data response question, including one extended open-response question

Paper 3 Investigating business in a competitive environment

Questions drawn from **all themes**

100 marks, 2 hours
30% of qualification

Two data response questions broken down into a number of parts, each including one extended open-response question

This paper has a pre-released context to enable students to investigate an industry or market in which businesses operate.

Lesson style:

- Theory input
- Case studies
- Activities
- Quizzes
- Documentaries
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Key skills required:

- Ability to write essays
- Ability to understand statistics
- Mathematical ability

Why Take Business A-level:

- Explore different career options
- Develop communication skills
- Understand the world of work
- Develop numerical skills
- Transition on to Business degree at university.