



A Level Business at St. Wilfrid's



Course Name



Edexcel A Level Business

Business Values and Lessons



Structure of The Qualification

Year 12

- ▶ Theme 1 Marketing and People
- ▶ Theme 2 Managing Business Activities

Year 13

- ▶ Theme 3 Business Decisions and Strategy
- ▶ Theme 4 Global Business



Course Content

Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).

Year 12 Overview

A Level Business Theme 1

AUTUMN TERM

- ✓ Meeting customer Needs
- ✓ The Market
- ✓ Marketing Mix and Strategy

SPRING TERM

- ✓ Managing People
- ✓ Approaches To Staffing
- ✓ Recruitment , Selection and Training

SUMMER TERM

- ✓ Motivation in Theory
- ✓ Leadership
- ✓ Entrepreneurs and Leaders

Curriculum Overview

In this theme students are introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start up. This theme enables students to explore how businesses focus on developing a competitive advantage through interacting with customers. This theme also explores how businesses recruit, train, organise and motivate employees as well as the role of enterprising individuals and leaders



Year 12 Overview

A Level Business Theme 2

AUTUMN TERM

- ✓ Raising Finance
- ✓ Financial Planning
- ✓ Managing Finance

SPRING TERM

- ✓ Production
- ✓ Capacity Utilisation
- ✓ Stock Control
- ✓ Quality Management

SUMMER TERM

- ✓ External Influences
- ✓ Economic Influences
- ✓ Legislation
- ✓ The competitive environment

Curriculum Overview

In this theme students explore the finance and operations functions and investigate external influences on business. This theme enables students to develop an understanding of raising finance and measuring business performance. This theme outlines the importance of using resources efficiently within a business to ensure the goods and services are can be delivered effectively and efficiently and to a high quality.



Year 13 Overview

A Level Business Theme 3

AUTUMN TERM

- ✓ Business Objectives & Strategy
- ✓ Business Growth
- ✓ Mergers and takeovers
- ✓ Decision Making Techniques

SPRING TERM

- ✓ Influences on business decisions
- ✓ Assessing Competitiveness
- ✓ Interpretation of financial statements
- ✓ Ratio Analysis

SUMMER TERM

- ✓ Managing Change
- ✓ Scenario Planning
- ✓ Exam Rubrix
- ✓ Paper 3 – Pre release Research

Curriculum Overview

In this theme students develop their understanding of the concepts introduced in Theme 2 and explore influences on business strategy and decision –making. Students will need to build upon the knowledge, skills and understanding of the core concepts and to take a strategic view of business opportunities and issues. Students analyse corporate objectives and strategy against financial and no financial performance measures and how business grow and develop an understanding of external influences



Year 13 Overview

A Level Business Theme 4

AUTUMN TERM

- ✓ Globalisation
- ✓ Global Markets and Business Expansion

SPRING TERM

- ✓ Global Marketing
- ✓ Niche markets
- ✓ Cultural /social factors

SUMMER TERM

- ✓ Global Industries and Companies
- ✓ The Impact of MNC's
- ✓ Ethics
- ✓ Controlling MNC's

Curriculum Overview

In this theme students develop their understanding of the concepts introduced in Theme 1 and explore business activity in a global context. Students will need to build upon the knowledge, skills and understanding developed in theme 1. Students investigate businesses that trade on a global scale and explore their reasons for doing so. Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.



The Difference between A Level and BTEC Business

- ▶ Whilst the theory is similar, the assessment is different.
- ▶ In BTEC 2 units are external exams and 2 units are internally assessed through coursework.
- ▶ With A Level Business you will sit 3, 2 hour exams.
- ▶ The thing that makes A level Business unique is the fact that the theory you learn only becomes true when it is placed into a business situation and so we will be looking at lots of different businesses to bring learning to life.
- ▶ This is referred to as context and it will be important to look at a range of business as we progress through the course.



Assessment – Paper 1

Paper 1: Marketing, people and global businesses

***Paper code: 9BS0/01**

- Externally assessed
- Availability: May/June
- First assessment: 2017

**35% of the
total
qualification**

Overview of content

Paper 1 will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national and global contexts.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

Assessment – Paper 2

Paper 2: Business activities, decisions and strategy

*Paper code: 9BS0/02

- Externally assessed
- Availability: May/June
- First assessment: 2017

**35% of the
total
qualification**

Overview of content

Paper 2 will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

Assessment – Paper 3

Paper 3: Investigating business in a competitive environment

*Paper code: 9BS0/03

- Externally assessed
- Availability: May/June
- First assessment: 2017

**30% of the
total
qualification**

Overview of content

Paper 3 will assess content across all four themes. Questions will be drawn from local, national and global contexts.

For Paper 3, there will be a pre-released context document issued on our website in November of the previous year. A new context will be given to centres each year and will relate to the examination series for the following summer.

The context will focus on a broad context, such as an industry or market in which businesses operate. The question paper will be in two sections.

The first section will focus on the broad context provided. This will be outlined to centres through the pre-released document. Questions will focus on the broad context.

The second section will focus on at least one strand within the context provided, such as a particular business.

Each section will contain unseen stimulus materials comprising quantitative and qualitative evidence. Students are required to apply their knowledge and understanding from Themes 1, 2, 3 and 4 and their understanding of the broad context to this evidence.

Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination.

Overview of assessment

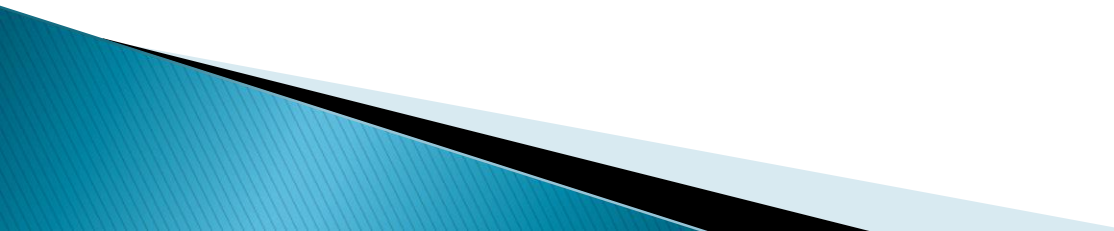
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UCAS Points

- ▶ A* – 56
- ▶ A – 48
- ▶ B – 40
- ▶ C – 32
- ▶ D – 24
- ▶ E – 16



Skills development

- ▶ **Cognitive and problem-solving skills:** use critical thinking, approach non-routine problems applying expert and creative solutions, use systems and technology •
 - ▶ **Intrapersonal skills:** communicating, working collaboratively, negotiating and influencing, self-presentation
 - ▶ **Interpersonal skills:** self-management, adaptability and resilience, self-monitoring and development.
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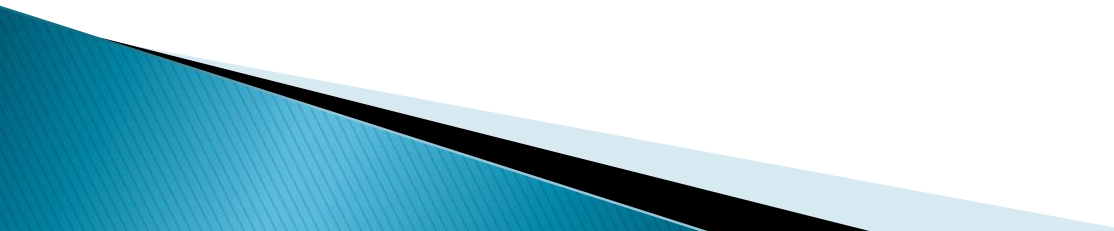
Preparation for Uni

The transferable skills that universities value include:

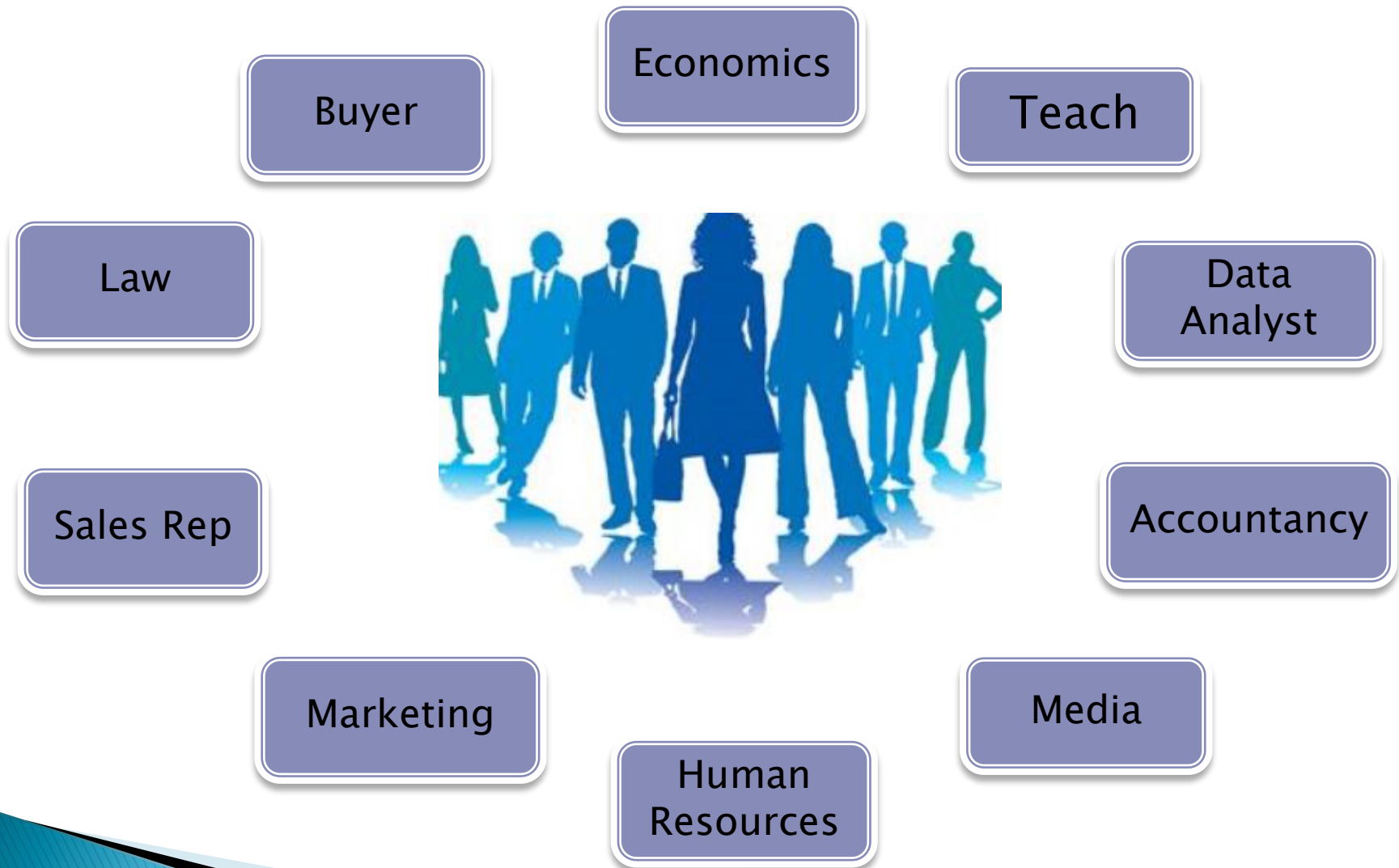
- ▶ The ability to learn independently
- ▶ The ability to research actively and methodically
- ▶ To be able to give presentations and be active group members.



Career Progression – Further Study

- ▶ Many of our students move on to study Business or economics related courses at degree level.
 - ▶ Some students chose to study a higher level apprenticeship in areas such as marketing or finance.
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Career progression – Job Roles



Enrichment Opportunities

- ▶ Students taking part in a Dragons Den Style Competition in February 2020:



Enrichment Opportunities

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Enrichment Opportunities

- ▶ For the past two years our business students have attended Teeside University and took part in business workshops and found out more about studying Business at university.

State of the art
facilities at Teeside
University



Enrichment Opportunities – Guest Speakers

- ▶ As a department we always seek opportunities to invite industry specialists.
- ▶ Last year we were lucky to have Gavin Harrison from The Bank of England. Students learnt all about their role. They even got to keep some shredded bank notes.



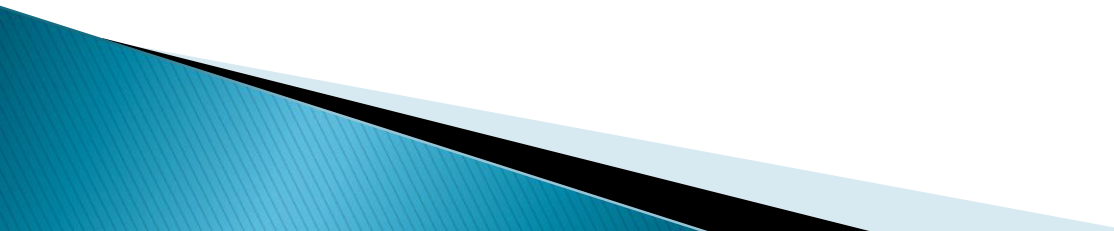
BANK OF ENGLAND



A useful website

▶ <https://www.tutor2u.net/business>

This website is a great place to get free business resources and watch videos on key business concepts. It is worthwhile creating a tutor 2u account ahead of starting the course so you can access their great resources and activities.



Another useful website

<http://www.beebusinessbee.co.uk/index.php/contact-me/14-site-content/69-free-business-studies-resources-for-students-and-teachers>

Here you will find a collection of Business Studies resources that if your a student should help with your knowledge or revision

As well as the extensive collection of Business Studies resources found online here on the BeeBusinessBee.co.uk website we also have some excellent video resources on our [BeeBusinessBee YouTube Channel](#). In addition to all of this the [@beebusinessbee Twitter page](#) provides Business updates on a regular basis. These are all resources created by a teacher and used in the classroom, something that isn't always the case with all online providers of Business resources.



Need any further help/advice?

- ▶ Contact Mrs McKenzie, Head of Business Studies; fmckenzie@st-wilfrids.org

