



BUSINESS

A Level Subject Information



Business A Level

Examining Board - Edexcel

Why Choose Business?

The Business Department at the North Halifax Grammar School has a strong record of academic success. The subject is taught by specialist teachers with a good deal of expertise in the subject. In addition, we are well resourced with books and materials.

What Does the Course Involve:

The course aims to inform the student about the workings of all aspects of individual businesses and the influences which affect their working.

The 4 themes are:

Theme 1 Marketing and People

An introductory module investigating the basics needed to set up a business: entrepreneurs, market research, the economic climate, sources of finance and break even.

Theme 2 Managing Business Activities

A module covering the key aspects of running your own business: marketing, production, finance and managing people.

Theme 3 Business Decisions and Strategy

Examines a range of techniques to help managers make the right decisions. What is the best strategy for the company and why?

Theme 4 Global Business

Looks at why and where we should trade abroad, as well as the impact of globalisation and the rise of multinationals. We also look at the key players in the world economy (e.g. India and China).

A level Business will be examined at the end of Year 13 with 3 papers: Themes 1 & 4, Themes 2 & 3, Themes 1,2,3 & 4.

This course is assessed through a range of short and long answer questions, plus essays. All questions are based on business case studies.

What qualities do you need to be successful in the subject:

You will need an analytical mind and the ability to apply your knowledge to given situations. A genuine interest in the world of business would be an advantage. You will also need to be competent in both English and Mathematics as the subject involves some statistical work and the writing of essays.

To what career opportunities can A level Business lead?

Business can be studied at university. More specialised courses are also available, such as International Business with a Modern Language, Retail Management, or Personnel Management, for those who have decided the exact career they wish to follow. In addition, Business A level is recognised as a good general academic qualification, giving the student a sound grasp of many of the concepts relevant to today's business world.

Business also provides a sound basis for careers in the following areas: banking, law, the civil service, accountancy, marketing, industry, retailing, insurance, personnel work, public relations and journalism. This list is by no means exhaustive.

Business A level or Economics A level?

Students are not advised to study both Business and Economics as universities do not always accept this combination, restricting student choice.

There is some overlap between the two courses, but there are major differences.

1. Economics mainly investigates the financial aspects of individual firms (prices, costs, profit) as well as looking at wider economic issues (unemployment, inflation, the European Union). Business mainly looks at individual businesses with less emphasis on the wider picture.
2. Economics is assessed through supported choice, data response and essay questions, whilst Business is assessed through short and long answer questions based on case study material.

What can you do to prepare for study in A level Business?

Basically students need to be paying an interest in the world around them. Try to observe how businesses behave in order to get us to part with our money – why does it work? Watch the news on TV and read a quality newspaper to get yourself up-to-date with the business world and the economy.

How can you find out more?

Any student interested in the course may obtain more detailed information from **Mrs K Sharma or Mr C. Webb.**