

Course Level

A Level

Awarding Body

Edexcel

Entry Requirements

5 in English and Maths

Assessment

3 Externally Examined Papers:

Paper 1: Marketing, people, and global businesses (35%)

Paper 2: Business activities, decisions and strategy (35%)

Paper 3: Investigating business in a competitive environment (30%)

BUSINESS

The Pearson Edexcel Level 3 Advanced GCE in Business is structured into four themes and consists of three externally examined papers. Students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work. Breadth and depth of knowledge and understanding, with applications to a wider range of contexts and more complex business information, are developed in Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues. Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.

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.

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.

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 in November of the previous year. 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 board context.

Special Requirements:

5 in English and Maths

Career and Progression Opportunities

The A Level Business course gives students the opportunity to gain a nationally recognised qualification to enter employment in the business sector or progress to higher education settings studying any business-related degrees at university such as Human Resources, Management, Finance and Marketing.

Link to specification

<https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694-gce2015-a-bus-web.pdf>

Theme 1: Marketing and people	Theme 2: Managing business activities
Students will develop an understanding of: - meeting customer needs - the market - marketing mix and strategy - managing people - entrepreneurs and leaders.	Students will develop an understanding of: - raising finance - financial planning - managing finance - resource management - external influences.
Theme 3: Business decisions and strategy	Theme 4: Global business
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.	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).