

Business Studies

Awarding Body

Edexcel

Course Level

AS and A2 Level

Course Teachers

Miss E Nation (Room 20)

Miss K Parkes (room 3)

Entry Requirements

- OCR National Level 2 Award Merit or above (Candidates achieving Pass level will need approval from their Business teacher to gain a place on this course)
- If you have not studied either of the above courses you need to have achieved a Grade C in English, Mathematics and Science.

Course Description

The course will develop an understanding of how businesses operate and how businesses interact with customers and government within the economy.

AS Level Course	A2 Level Course
<p>Unit 1 – Developing New Business Ideas</p> <ul style="list-style-type: none"> • Characteristics of successful entrepreneurs • Identifying a business opportunity • Evaluating a business opportunity • Economic considerations • Financing the new business idea • Measuring the potential success of the business idea • Business Planning <p>Assessed by Summer 2013 Exam (1hr 15 mins) 25% of the overall A-level</p>	<p>Unit 3 – International Business</p> <ul style="list-style-type: none"> • Why buy and sell internationally? • Key players in the world economy • Assessment of countries to target • Cultural and legal considerations for international trade • Globalisation • Case for and against multinational companies <p>Assessed by Summer 2014 Exam (1hr 30mins) 25% of the overall A-level</p>
<p>Unit 2a – Managing the Business</p> <ul style="list-style-type: none"> • Marketing plan • Managing production • Financial management • Human resource management <p>Assessed by Summer 2013 Exam (1hr 15 mins) 25% of the overall A-level</p>	<p>Unit 4 – Making Business Decisions</p> <ul style="list-style-type: none"> • Corporate objectives and strategy • Making strategic decisions • Assessing competitiveness • Company growth <p>Assessed by Summer 2014 Exam (1hr 30 mins) 25% of the overall A-level</p>



'In the business world, everybody is paid in two coins: cash and experience. Take the experience first then greater cash will come later.' Harold Green

Subject Leader for Business Education – Miss E. Nation (Room 20)

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