



Kimberley
School

A Level

BUSINESS

SIXTH FORM BUSINESS

What is the Cambridge Technical in Business?

The A level in Business offers you the opportunity to investigate how real businesses actually operate.

It allows you to study real businesses in their real working environment and apply your knowledge of the theory to real situations either through producing portfolios on specific organisations or through case studies in exam situations.

Who is it for?

Every single one of us will end up working in a business of some description, be it in the public sector (say the NHS) or in a private business (such as Tesco). Some of you may even set up your own business.

With this in mind, Business as a subject will fit in with all other option choices and can support progress towards any future career.

You don't even need to have studied Business at GCSE in order to be able to begin this subject at post-16. Applied A-level Business really is for everyone!



Course Details

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).

How is it assessed?

Exams: 2 hours each

Paper 1: Marketing, people and global businesses (covers themes 1 and 4)

Paper 2: Business activities, decisions and strategy (covers theme 2 and 3)

Paper 3: Investigating business in a competitive environment (assesses knowledge over all four themes)

Links 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

See Miss. A. Shackleton for further details.