

**Course Aims:**

To create and develop an understanding of how business operates and the external influences on them.

Through the study of case study material students will be encouraged to develop enterprising and creative solutions to business problems and issues.

**Summary of Course Structure:**

**Theme 1** Marketing and People.

**Theme 2** Managing business activities.

**Theme 3** Business Decisions and strategy.

**Theme 4** Global Business.

**Assessment:A2**

**Paper 1** 35% ums. 2 hr Written Paper based on Themes 1 and 4 - 100 marks.

**Paper 2** 35% ums. 2 hr Written Paper based on themes 2 and 3 - 100 marks.

**Paper 3** 30% ums. 2 hr Written Paper based on all 4 themes using a pre-release theme - 100 marks.

**What do I need to know or be able to do before taking this course?**

No prior knowledge of the subject required. However skills in literacy and numeracy will be needed to analyse data and construct extended answers within a given time scale.

**Course Content at AS:****Theme 1 Marketing and People**

The market, marketing mix and strategy managing people, entrepreneurs and leaders

**Theme 2 Managing Business activities**

Raising finance financial planning, managing finance, resource management external influences.

**Course Content at A2:****Themes 1 & 2 will be included and the following themes added****Theme 3 Business decisions and strategy**

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

**Theme 4 Global business**

Globalisation, global markets and business expansion, global marketing, global industries and companies (multinational companies)

**What could I go on to do at the end of the course?**

Business Studies is a broad based subject which can be studied to degree level, or lead onto a variety of business based degrees. It can also be considered a good basis for the introduction to the world of work.

**Further details:**

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