

# BUSINESS

**Course Length:** Studied over two years  
**Examination Board:** Pearson Edexcel  
**Course Leader:** Mr L Walker (walkerl@queenelizabeths.derbyshire.sch.uk)

Course Content	
<p><b>Theme 1: Marketing and people</b></p> <p><b>Students will develop an understanding of:</b></p> <ul style="list-style-type: none"> <li>• meeting customer needs</li> <li>• the market</li> <li>• marketing mix and strategy</li> <li>• managing people</li> <li>• entrepreneurs and leaders</li> </ul> <p><b>Theme 2: Managing business activities</b></p> <p><b>Students will develop an understanding of:</b></p> <ul style="list-style-type: none"> <li>• raising finance</li> <li>• financial planning</li> <li>• managing finance</li> <li>• resource management</li> <li>• external influences</li> </ul>	<p><b>Theme 3: Business decisions and strategy</b></p> <p>This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:</p> <ul style="list-style-type: none"> <li>• business objectives and strategy</li> <li>• business growth</li> <li>• decision-making techniques</li> <li>• influences on business decisions</li> <li>• assessing competitiveness</li> <li>• managing change</li> </ul> <p><b>Theme 4: Global business</b></p> <p>This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:</p> <ul style="list-style-type: none"> <li>• globalisation</li> <li>• global markets and business expansion</li> <li>• global marketing</li> <li>• global industries and companies (multinational corporations)</li> </ul>

Assessment			
Paper	Title	Assessment	A Level
1	Marketing, People and Global Businesses Themes 1&4	Written Exam: 2hr	35%
2	Business Activities, Decisions and Strategy Themes 2&3	Written Exam: 2hr	35%
3	Investigating Business in a Competitive Environment Themes 1-4	Written Exam: 2hr	30%