

BUSINESS

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

Course Content

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