



## Why you should follow this course

The aims of this specification are to encourage learners to:

- develop an enthusiasm for studying business
- gain an holistic understanding of business in a range of contexts
- develop a critical understanding of organisations and their ability to meet society's needs and wants
- understand that business behaviour can be studied from a range of perspectives
- generate enterprising and creative approaches to business opportunities, problems and issues
- be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- take a more strategic view of business opportunities, problems and issues
- acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis

No prior knowledge of the subject is required. It is recommended that candidates have attained communication and literacy skills at a level equivalent to GCSE Grade C in English and maths.

## Assessment

**A2 Paper 1** will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national and global contexts.

### **A2 Paper 2**

Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

**A2 Paper 3** will assess content across all four themes. Questions will be drawn from local, national and global contexts. For Paper 3, there will be a pre-released context document.

## COURSE CONTENT

### Theme 1: Marketing and people

- meeting customer needs
- 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

### 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 corporations)

## What can you do when you have your qualification?

Business Studies is an ideal qualification for students who want a broad background in business that will allow them to progress to Further and Higher Education.

For further information or advice please contact Mrs Hill  
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