

# A Level Business Studies at The Warriner School



## Business Studies A Level

Exam Board - Edexcel

Qualification — 9BS0

Entrance Criteria: English and Maths Grade 5.

### Subject Overview

- The qualification is structured into four themes. In Year 12 Students are introduced to Business in Themes 1 and 2 through building knowledge of core concepts and applying them in context to develop a broad understanding of how businesses work.
- In Year 13 they will study Themes 3 and 4 and build on previous work to include business on a global scale. Students are encouraged to use an enquiring, critical and thoughtful approach to their studies, to understand that business behaviour can be studied from a range of perspectives and real life contexts. The four themes are as follows:

Theme 1: Marketing and people

Theme 2: Managing business activities

Theme 3: Business decisions and strategy

Theme 4: Global business

Assessment is through three externally examined papers:

### Paper 1: Marketing, people and global businesses (35%) 100 marks. Written Examination 2hrs

In the themes assessed in this paper students are introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start-up.

This enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their market to operate in a dynamic environment.

The themes also consider people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.

### Paper 2: Business activities, decisions and strategy (35%) 100 marks. Written Examination 2hrs

Students explore the finance and operations functions, and investigate external influences on business. This enables students to develop an understanding of raising and managing finance, and measuring business performance.

Themes assessed in this paper outline the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Students also consider the external influences that have an impact on businesses, including economic and legal factors.

### Paper 3: Investigating business in a competitive environment (30%) 100 marks, Written examination (based on pre-release case study)

Students develop their understanding of the concepts introduced previously and explore influences on business strategy and decision-making. This moves from functions to strategy, enabling students to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. Students analyse corporate objectives and strategy against financial and non-financial performance measures. They will consider how businesses grow and will develop an understanding of the impact of external influences. The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty.

### Future Pathways

A level Business Studies is a highly regarded qualification which is an excellent grounding for future study as many university degrees are based on business related subjects, or students wishing to go into the world of work.