

## Edexcel A Level Business

### Why study Business?

Business is a dynamic subject. You will learn about the diverse nature of business enterprise and the interdependence of the various parts of the business world. You will explore business success and business failure, investigate local, national and global business markets, and understand how businesses need to adapt and respond strategically to the changing environment in which they operate to survive and grow. This constant evolutionary process makes business a fascinating subject.

### What are the entry requirements?

- Grade 5 in GCSE Business Studies if studied
- Grade 5 or above in GCSE English Language/Literature
- Grade 5 or above in GCSE Maths

### What will I study?

In Theme 1 and Theme 2 you will learn about how businesses work. You will be introduced to the marketing and people functions before investigating entrepreneurs and business start-ups. You will also explore how business finance and operations work, and understand the impact of external influences.

Theme 3 and Theme 4 move from functions to strategy. You will explore influences on business strategy and decision-making, and understand how businesses mitigate risk and uncertainty. You will also explore global business and the opportunities and issues facing businesses in today's global world.

### You will enjoy this course if...

You have a keen interest in current affairs, enjoy sharing opinions, and have an interest in human and business behaviour. You have good communication skills and have an inquiring mind.

### How will my work be assessed?

Paper 1 - You will tackle data response and essay questions on marketing, people and global businesses – this is the content you study in Theme 1 and Theme 4.  
100 marks, 2 hours - 35% of total marks.

Paper 2 - You will tackle data response and essay questions on business activities, decisions and strategy – this is the content you study in Theme 2 and Theme 3.  
100 marks, 2 hours - 35% of total marks.

Paper 3 You will have a research task before the exam. The questions in the exam – data response and essay questions – are linked to the context you will research.  
100 marks, 2 hours 30% of total marks.

Questions range from multiple choice and calculations through data response to full essays and you are expected to make judgements based on context and your own analysis.