



# Business Enterprise

## What do pupils need to know before taking this course?

Pupils do not need any particular subjects at GCSE level in order to take up A level Business. It is very likely that they know far more about business decision making than they appreciate since they will already have a lifetime of exposure to some aspects of business behaviour; the most obvious of which might be marketing and branding. Other aspects of corporate activity are often less apparent but are likely to be familiar, such as accountancy and finance concepts, or leadership and management practices. The most important entry requirement is their level of interest and engagement following commercial activities both in the UK and abroad, and their willingness to explore (and even demonstrate) an enthusiasm for business enterprise themes and topics. There is a strongly practical dimension to course, and pupils will be automatically enrolled into the *Young Chamber* programme, running a company with their classmates.

## What will pupils learn on the course?

The course is aimed at pupils who want to develop an existing enthusiasm for business and go on to gain a broad, holistic, understanding of business in a range of contexts. The course will help pupils to develop a critical understanding of organisations and their ability to meet society's needs and wants. Pupils will appreciate that business behaviour can be studied from a range of perspectives, with them generating their own enterprising and creative approaches to business opportunities, problems and issues.

Pupils will also be aware of the ethical dilemmas and responsibilities faced by organisations and individuals. They will acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis. This will lead them to apply numerical skills in a range of business contexts. The course will be built on understanding the choices and dilemmas faced by real businesses in the UK and wider world.

## Where can the course take you?

A level Business skills are exceptionally applicable and practical. The subject's relevance to career development is obvious. One noted advantage of study in the subject is the extent to which it opens up ideas for career development through the investigation of so many business functions and activities. The subject combines well with many others, such as Design and languages. Pupils often study Business alongside a variety of humanities, Arts and Science courses. Business Management is the most popular undergraduate course selection in the UK today.



## Resources and introductory reading

As a helpful start point, visit the department for a copy of a suggested reading list. Simply engaging in news stories in the media is helpful, so that pupils begin to build up a series of case studies and examples that they can use as we begin our exploration of themes and issues.

## Pearson Edexcel Advanced GCE in Business A (9BS0)

Theme 1: Marketing and people	Theme 2: Managing Business activities
<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>	<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>
Theme 3: Business decisions and strategy	Theme 4: Global business
<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>	<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 for the full **A level** is by three written exam papers, at the end of the second year

<b>Paper 1 – Marketing, people and global businesses</b>		35% of the total qualification
<b>Paper 1</b> will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4 and from local, national and global contexts.	This is a 2-hour written examination in 2 sections. The paper comprises two sections and students answer all the questions. Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.	
<b>Paper 2 – Business activities, decisions and strategy</b>		35% of the total qualification
<b>Paper 2</b> will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.	The format is the same as paper 1. It is a 2-hour written examination in 2 sections. The paper comprises two sections and students answer all the questions. Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.	
<b>Paper 3 – Investigating business in a competitive environment</b>		30% of the total qualification
<b>Paper 3</b> 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 <b>context document</b> issued in November of the previous year. A new context will be given to centres each year and will relate to the examination series for the following summer. The context will focus on a broad context, such as an industry or market in which businesses operate.	This is a 2-hour written examination that comprises two sections. Students answer all questions from both sections.  Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.	