

# A LEVEL BUSINESS

## OVERVIEW

Business is an exciting and dynamic subject that reflects the ever-changing nature of the business world. Students will study a wide range of business concepts and theories; from human resources, finance and marketing to business strategy, all of which will give them a winning edge in the employment market. The course aims to introduce students to the principles of business and how to set up a business, including researching the market and employing people. The course also aims to focus on the strategic management of larger organisations and exploring how businesses manage change.

## ENTRY REQUIREMENTS

Generic entry requirements

## ASSESSMENT

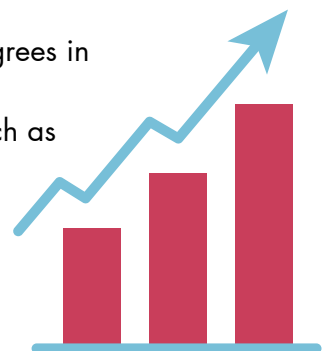
Three external examination papers which are equally weighted.

## COURSE UNITS

- What is Business?
- Managers, leaders and decision-making
- Decision making to improve: marketing, operational, financial and human resource performance
- Analysing the strategic position of a business
- Choosing strategic direction
- Strategic methods: how to pursue strategies
- Managing strategic change

## FUTURE OPPORTUNITIES

Previous students who have successfully completed this course have gone on to pursue degrees in business management, events management, human resources management, international management and marketing. Others have accessed popular combined degree courses such as ICT/Business and Law/Business.



We recommend students research their potential future career paths or university courses in order to identify specific subjects they are required to study at A Level in order to access that programme of study or field.

## FURTHER INFORMATION

Successful students on this course have a genuine interest in the business world and an innovative approach to business matters. The course is of use to anyone who is considering a career in any of the commercial business specialisms, such as finance, sales and marketing, human resources and management.

For further information, contact us:

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