



# STEP UP TO 6TH FORM

KIMBERLEY SCHOOL **TRANSITION INFORMATION**

## Business Studies A Level (Edexcel)

### COURSE DETAILS

#### Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

#### Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

#### EXAMS: 2hrs Each

Paper 1: Marketing, people and global businesses (covers themes 1 and 4)

Paper 2: Business activities, decisions and strategy (covers theme 2 and 3)

Paper 3: Investigating business in a competitive environment (assesses knowledge over all four themes)



#### LINK TO THE SPECIFICATION



See a detailed document of what we will cover in this course:

[https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694\\_GCE2015\\_A\\_BUS\\_WEB.PDF](https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694_GCE2015_A_BUS_WEB.PDF)

#### Work you can do to prepare for A Level study

Create a document which investigates either Greggs PLC or Sainsburys ownership, aims and objectives and different stakeholders' including their views



#### Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

#### Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).