



"If you really look closely, most overnight successes took a long time." Steve Jobs

Entry Requirements

A minimum of five A*-C grades at GCSE including Maths and English

Must have a B in Maths

About the Course

This course is a broad based qualification that provides the opportunity for students to explore the world of business in a theoretical and practical way. By using research and investigation, students develop a range of transferable skills such as analysis, communicating clearly, making decisions, problem solving, prioritising their work and evaluation, while discovering the problems and opportunities faced by businesses.

Typical Topics Studied:

- Marketing
- Human resources
- Finance
- Operations
- External influences

Assessment

EXAMS:

Component 1

Managers leaders and decision making . Decision making improving marketing, operational, financial and human resource performance. Analysing the strategic position of a business. Choosing strategic direction and choosing strategic methods. Managing strategic change.

Data response

1 Written exam:2 hours

100 marks

33.3% of A-Level

Multiple choice questions worth 15 marks

Short answer questions worth 35 marks

2 X Essay question 50 marks

Component 2

All content

Data response

1 Written exam:2 hours

100 marks

33.3% of A-Level

3 x data response question 33% each

Component 3

All content

1 Written exam:2 hours

100 marks

33.3% of A-Level

1 x compulsory case study and 6 x questions

Future Applications

Accountant

Advertising

Executive

Banking

Manager

Marketing

Human Resources

Retail Manager

Research Analyst

Public Relations

Market Research

Advertising

Entrepreneur

Alumni

Johnathan Hammond - Business & Marketing at Nottingham Trent

Myles Leake - Finance at University of Loughborough