

# AS / A-level Business Studies

Board and Specification: Pearson Edexcel Level 3 Advanced GCE in Business (9BSO)  
Head of Department: Mr Simon Callaghan ([s.callaghan@cwlc.email](mailto:s.callaghan@cwlc.email))

---

## Subject specific entry requirements:

- Grade 5 in GCSE English Literature and/or English Language.
- Grade 5 in GCSE Mathematics.
- Grade 5 in GCSE Business Studies although a GCSE in the subject is not essential in order to take the A Level.

## What skills are required of students?

Students will need good levels of literacy and numeracy; must be able to think analytically and critically about business-related issues and have a genuine interest in the business world. They will have to be able to present ideas articulately and be able to produce structured reports and handle data. Creativity and problem solving skills are also required in order to develop solutions and strategies for successful business practice.

## Course details

Current business issues and case studies will be used to explore topics such as: business leadership and management, marketing, accounting and finance, operations management, human resources, business strategy, and the external environment and economic changes.

## Modules titles and codes:

### 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

### 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 (multi-national corporations)

All four themes are assessed by three 2 hour papers.

Paper 1 - Marketing, People and Global Businesses (9BS0/01) examines themes 1 & 4 and is worth 35% of the qualification.

Paper 2 - Business Activities, Decisions and Strategy (9BS0/02) examines themes 2 & 3 and is worth 35% of the qualification.

Paper 3 - Investigating Business in a Competitive Environment (9BS0/03) examines themes 1, 2, 3 & 4 and is worth 30% of the qualification.

### **What kinds of work will you do in class and at home?**

Class work and assessments will involve report and essay writing, the production of presentations, analysis of data and the evaluation of case studies. The ability to carry out effective research prior to tasks will be essential.

### **What other A-levels does your subject connect well with?**

Mathematics, Computer Science, Languages, Geography, Psychology and Sociology

### **What types of university course will be helped by this A-level?**

A-level Business Studies connects well with the following subjects: business studies, business management, economics, marketing, languages, law.