CWS SIXTH FORM COURSE BOOKLET INFORMATION:

SUBJECT: Business Studies

EXAM BOARD: Edexcel

COURSE DETAILS:

Over the 2 years, students will study 4 themes as shown below. These themes will take them through how businesses use marketing to succeed, how they recruit and retain the best staff, how they manage the financial side of the business, what they use to make important business decisions and globalisation

Theme 1: Marketing and people	Theme 2: Managing business activities
Students will develop an understanding of: • meeting customer needs • the market • marketing mix and strategy • managing people • entrepreneurs and leaders.	Students will develop an understanding of: • raising finance • financial planning • managing finance • resource management • external influences.

Theme 3: Business decisions and strategy	Theme 4: Global business
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.	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).

EXAMINATION CRITERIA:

This A level is assessed by three 2 hour exams at the end of year 13. Each paper is worth 100 marks

- The first exam will assess Theme 1 and 4.
- The second exam will assess Theme 2 and 3
- The third exam will assess all 4 themes and will use a pre-release which is provided in November time to help students prepare for the exam.

POTENTIAL JOBS IN THIS FIELD:

This subject can be a good grounding for many different careers, here are some examples:

- Bank manager.
- Business analyst
- Business development manager
- Business project manager
- Customer services manager
- Consultant
- Digital marketer
- Estate agent
- Financial adviser
- Marketing manager
- Human resources