



# A Level Business Studies



## Why study Business Studies?

Business Studies will help you prepare to run your own business, understand how larger businesses are run, as well as how to manage and lead others. Throughout the two years you will study human resources (how to motivate and manage people), operations (the different way of producing products), finance (how businesses are funded and how to analyse their accounts) and marketing (how firms get customers to buy their products). The course also focuses on how large businesses make strategic decisions, the theory behind these and how businesses are changing to survive in a truly global market.

**Exam Board:**

**edexcel**

## Overview of course content

### A Level (specification code: 9BS0)

The course is split into four themes - two of which are studied in Year 12 and the latter two in Year 13.

#### Year 12:

- Theme 1 - Marketing and People
- Theme 2 - Managing Business Activities

#### Year 13:

- Theme 3 - Business Decisions and Strategy
- Theme 4 - Global Business

Examination	% of A Level
<b>Paper 1 – Marketing, People and Global Businesses</b>  (Assessed on marketing, people and global businesses)  Exam duration: 2 hours (100 marks)	35%
<b>Paper 2 – Business Activities, Decisions and Strategy</b>  (Assessed on business finance and operations, business decisions and strategy)  Exam duration: 2 hours (100 marks)	35%
<b>Paper 3 – Investigating Business in a Competitive Environment</b>  (Assessed on content across all four themes. Questions will be drawn from local, national and global contexts)  Exam duration: 2 hours (100 marks)	30%

- Paper 1 looks at themes 1 and 4
- Paper 2 at themes 2 and 3
- Paper 3 covers all of the content related to a pre-seen case study. All three of these papers feature longer essay style questions.



### Careers/Future Opportunities

- Accountancy
- Advertising
- Banking, investment and financial services
- General management
- HR/personnel
- Management consultancy
- Public relations
- Retail management

If you have any questions, please contact:  
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