



Business Studies

Advanced Level



Exam Board: Edexcel

Entry Requirements:

An interest in the subject!

A Level Business combines well with Psychology, Maths, DT, PE, Geography, the Sciences, Languages and can be studied at HE level in combination with the above, and more.

"A student who succeeds in Business Studies will be interested in the impact business has on society in general, will have a keen analytical mind and a desire to know how the business world functions"

William Brookes Sixth Form has been offering the Edexcel GCE Business Studies course since September 2008. The full GCE qualification consists of 4 themes, two are completed during Year 12 and a further two themes during Year 13.

The course offers a progressive and integrated framework for students to investigate how and why businesses operate. Students will develop an understanding of relevant business concepts, and an ability to apply them to real world issues.

Year 12:

Students study the development of new business ideas, investigating how new or existing businesses generate their product or service ideas. Students consider competition in the market, the economic climate and also how businesses are financed and managed. The two units covered are:

Theme 1 Marketing & People

Theme 2 Managing Business Activities

Year 13:

In the second year, students continue to study the competitive market. They will also be introduced to the world of international business and the issues which a company trading internationally has to face. The two units covered are:

Theme 3 Business Decisions & Strategy

Theme 4 Global Business

The three external examinations will be a combination of supported essay and data interpretation questions and will take place at the end of Year 13.

Lessons take place in a fully equipped classroom with an interactive whiteboard, laptops, MacBook's and projection equipment.

Students with Advanced GCE Business Studies have access to a wide range of possible careers and higher education opportunities. Students will learn and use a variety of important and transferable skills throughout the course, including analysing and evaluating business information from different sources, developing written communication skills and learning how to solve problems. This subject combines well with a range of social science and humanities subjects leading to higher education courses in areas such as law, business, accounting, geography, economics or politics.

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