

**Business is a rich and diverse course that will teach you a range of skills and theories needed to help you work and succeed in business. We study entrepreneurship, marketing, finance, business strategy and international business, covering all sizes of business from business start-ups to global, multinational companies. In addition to learning about the internal aspects of businesses, we consider how business is affected by events in the global economy, societal change, political change and technology. Finally, in our study of change management, we consider how businesses evolve and respond to events in an increasingly uncertain 21st century world.**

Typical issues we might consider in the course include:

- Why do business start-ups often fail?
- How does a firm decide the best strategy for marketing a product?
- Are employees motivated by financial rewards?
- Do firms such as BP, McDonalds and Nestlé do business in an ethical manner?
- How important is leadership in business success?

### **Who should do A Level Business?**

Business is suitable for a range of students. Whilst the course will not necessarily teach you how to get rich, it is useful for anyone considering starting their own business or pursuing a career in the business world. A Level Business is, in particular, valued by employers because of the practical skills learned on the course. The course is also of value for a wide range of professions including accountancy, law, finance, retail, management or any career that demands an understanding of the wider world.

Good written skills are important, particularly the ability to analyse using business theories. For the accounting and finance components of the course good numeracy skills are important.

### **The Course**

The Business course is split into four themes – Marketing and People (Theme 1), Managing Business Activities (Theme 2), Business Objectives and Strategy (Theme 3) and Global Business (Theme 4). We will cover Themes 1 and 2 in the first year of the course, and Themes 3 and 4 in the second year.

### **How will I be taught?**

We encourage our students to develop as independent learners and critical thinkers, skills essential for university and the world of work. Hence our lessons make use of IT, combined with group work, discussion, debate and research-based activities. The department has interactive whiteboards in both classrooms, one of which is equipped with a suite of PCs.

The department also runs a range of extra-curricular activities including Young Enterprise, Student Investor and the Royal Economic Society Lectures. In addition, speakers regularly visit the department to enhance the real life application of the subject. There is also an opportunity to take part in an overseas study tour; in recent years we have visited China and Prague.

### **How is Business assessed?**

A Level Business is assessed at the end of the two year course through three two hour exams. You will be examined on marketing, people and global business then on managing business activity and business strategy, finishing with a pre-seen case study investigating a particular market with a theme of the competitive environment.

