



## Business

**Examination Board: Pearson Edexcel**

**Examination Code: 9BS0**

### Outline of the Course

#### Topics studied in order Year 12

1. Entrepreneurship
2. Markets
3. Marketing Mix/4Ps
4. Human Resources
5. Resource Management
6. Finance

#### Topics studied in order Year 13

1. Business strategy
2. Influences
3. Business Growth
4. Change
5. Global Business
6. Global Marketing

### What will you learn?

#### Year 12

##### Marketing and People

1. Understand customer needs and wants
2. Explore different types of markets (mass vs. niche, segmentation)
3. Study the marketing mix and marketing strategies (4Ps: Product, Price, Place, Promotion)
4. Learn about managing people (recruitment, training, motivation)
5. Understand the roles of entrepreneurs and business leaders
6. Examine business objectives and different types of ownership

## **Managing Business Activities**

1. Understand how businesses raise finance (internal and external sources)
2. Learn about liability and how it affects finance
3. Understand financial planning (sales forecasting, break-even analysis, budgeting)
4. Manage business finance (profit and loss accounts, cash flow, financial ratios)
5. Study resource management (capacity utilisation, stock control, lean production, quality management)
6. Assess the impact of external influences (economic environment, legislation)

## **Year 13**

### **Business Decisions and Strategy**

1. Understand different business objectives and strategies
2. Explore methods of business growth (organic and inorganic)
3. Use decision-making tools (critical path analysis, decision trees, investment appraisal)
4. Evaluate internal and external influences on decisions (stakeholders, ethics, corporate culture)
5. Assess competitiveness (quantitative and qualitative data, benchmarking, SWOT analysis)
6. Understand how businesses manage change (Lewin's force field analysis, Kotter's change model)

### **Global Business**

1. Understand the causes and effects of globalisation
2. Study how businesses expand internationally (offshoring, reshoring, joint ventures)
3. Analyse global marketing strategies (standardisation vs. adaptation)
4. Learn about multinational corporations (MNCs) and their global strategies
5. Understand international trade, trade blocs, protectionism, and the WTO
6. Explore ethical and environmental considerations in global business

## Mark Breakdown and Assessment

Paper	Theme	Method of assessment	Exam length
Paper 1 Marketing, people and global businesses	1: Marketing and People 4: Global Business	Written examination – % of the qualification 35%	2 hours
Paper 2 Business activities, decisions and strategy	3: Business Decisions and Strategy 2: Managing Business Activities	Written examination – % of the qualification 35%	2 hours
Paper 3 Investigating business in a competitive environment	1: Marketing and People 2: Managing Business Activities 3: Business Decisions and Strategy 4: Global Business	Written examination -% of the qualification 35%	2 hours

## Website links

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

## Key Dates

Exam: May/June Year 13

**Further Information**

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**What can I do after I have completed the course?**

There are a wide range of university degrees that relate to business such as: Management Accountancy, International Relations, International Business, Human Resources, Marketing, Economics, Banking and Business itself.

Careers may include working as a Merchandiser, Buyer, Market Analyst, Risk insurance manager or Management Consultant.

Some students choose not to continue studying business and undertake unrelated degrees for example medicine or engineering. Business will also provide you with the skills and knowledge to run and manage your own business, should you decide a future as an entrepreneur is for you.