

Business Studies

A level

What will I study and learn?

A level Business Studies explores how businesses operate in society. It combines psychology (how do you make the wealthy people at Google work harder?), creative arts and social media (marketing campaigns that get the 'mix' right), and politics (Brexit and its impact) right through to leadership and management, law and accounting. We would hope that at the end of the course you can 'speak' business, for instance, you could pick up *The Financial Times* and understand what is being discussed.

The key skill to achieve a high grade is the ability to build an argument, considering both the points for and against before coming to a reasoned conclusion. You must have strong writing skills, and the ability to manipulate data to make a point. You will cover the following content:

Theme 1:

Marketing and People

Theme 2:

Managing Business Activities

Theme 3:

Business Decision and Strategy

Theme 4:

Global Business

How will I be assessed?

You will be assessed by three exams at the end of the Upper Sixth:

Paper 1 (35%)

Marketing, People and Global Businesses

Paper 2 (35%)

Business Activities, Decisions and Strategies

Paper 3 (30%)

Investigating Business in a Competitive Environment – this paper will always have a theme; for example, the holiday industry.

The last few years have seen us: visit a variety of businesses, of which some were the focus of the paper 3 exam (we will visit whichever business is chosen by the exam board on future cases as this worked so well); have entrepreneurs come in to speak to our students about their journeys (including their risks and rewards); win the ICAEW BASE competition three times for the area and finish second nationally; and take part in a joint Computing/Business Studies trip to San Francisco to visit tech giants (organised through our OB network).

Future opportunities

Students often go on to study a degree in a business-related subject at Russell Group universities, such as Leeds, Reading and Birmingham.

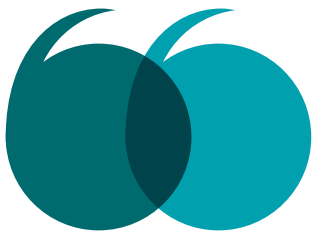
Entry requirements

There is no need to have studied the subject beforehand as it is delivered on the basis of no previous understanding. However, we would look for a minimum grade 6 in Mathematics and English. If you have taken GCSE Business Studies, we would be looking for a grade 7 in the subject.

Want to know more?

Mrs Sarah Biggin
Head of Economics
and Business Studies
sbiggin@bgs.bristol.sch.uk

Exam Board:
www.qualifications.pearson.com
(Edexcel)



Our teachers are so passionate about the subject they teach and all truly want us to do our best – their support is amazing.”

Jess Richardson, OB 2020

Courses: Business Studies, Psychology and Physical Education



Studying business has given me the opportunity to further my knowledge of the world around me”

Esme Gouldsmith, Upper Sixth

Courses: Business Studies, Psychology and Geography