



Gordon's  
Sixth Form

# Business

*BTEC Level 3 and A Level*

## A Level Business (Edexcel)

For a business to operate effectively, tasks must be carried out by different functional areas (or departments) such as marketing, people, finance and operations.

Theme 1 enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leader.

In Theme 2, students develop an understanding of raising and managing finance, and measuring business performance. The theme outlines the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Students also consider the external influences that have an impact on businesses, including economic and legal factors.

In Year 13, students explore influences on business strategy and decision-making (Theme 3), as well as explore business activity in a global context (Theme 4). Students learn about larger businesses and the challenges they face on both a day to day basis and in planning for the future, including the ethical and moral dimensions of global business activities.

## BTEC Level 3 National Extended Certificate in Business

The Extended Certificate in Business (equivalent in size to one A Level) is assessed through a combination of coursework and external assessment methods, including an exam. It is designed for students who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, including university and apprenticeships, as well as help prepare them for future employment.

Practical skills and theoretical understanding are at the heart of understanding the world of business. In Unit 1 Exploring Business, students will study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

In Unit 2 Developing a Marketing Campaign, students will gain skills relating to, and an understanding of, how a marketing campaign is developed. Marketing is a dynamic field central to the success of any business.

As part of the Unit 3 Personal and Business Finance topic, students will develop the skills and knowledge needed to understand, analyse and prepare financial information. Personal finance involves the understanding of why money is important and how managing money can help prevent future financial difficulties

In Unit 8 Recruitment and Selection, students will explore how the recruitment process is carried out in a business, be taught the skills needed for an interview situation and then be given the opportunity to participate in selection interviews and review their own performance.



### Results 2018

AS Business (Edexcel)	
100%	A - C Grade
81%	A - B Grade
53%	A Grade

A Level Business (Edexcel)	
100%	A* - C Grade
95%	A* - B Grade
79%	A* - A Grade

### Transferable Skills

Students will be studying a subject that is dynamic and ever changing, therefore they will acquire a range of important skills including research, presentation and essay writing skills.

Students studying this subject will develop a critical understanding of:

- organisations and the markets they serve;
- the internal workings and management of organisations;
- the process of decision-making and how business behaviour is influenced by a range of people and organisations;
- what outside factors influence the operations of a business;
- techniques to analyse and solve business problems.

### Careers

Successful completion of the A Level Business course could lead to a place in higher education or a career in one of the following areas: Marketing eg Advertising, and/or Brand Management, Sales; Human Resource Management eg Recruitment and Training; Customer Services; Strategic Business Management; or managing and controlling the financial performance of a business eg Accountancy.

Business Graduates might also enter graduate trainee schemes with large corporate companies. Some graduates go on to study an MBA or qualify in teaching and lecturing. Entrepreneurial graduates might also start their own business.

A business and management studies degree prepares students for a career in business, which may stretch across any sector or industry.

Famous celebrities who studied business-related courses at university include Arnold Schwarzenegger, Kevin Costner, Eddie Izzard, Cate Blanchett, Mick Jagger and Ivanka Trump.



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