

St Francis of Assisi
Catholic College
Sixth Form Open Evening

Edexcel

Business



Why choose 'A' Level Business?

- ▶ It is real – you see businesses all around you
- ▶ It is relevant – all organisations use business concepts
- ▶ Real businesses and business situations are investigated
- ▶ A wide range of business topics and concepts are investigated



What is the structure for Year 12?

Theme 1: Marketing and People

- ▶ Market research
- ▶ Product design
- ▶ Promotional methods
- ▶ Entrepreneurs and leaders
- ▶ Types of business ownership
- ▶ Recruitment and training
- ▶ Motivating staff



What is the structure for Year 12?

Theme 2: Managing Business Activities

- ▶ Raising finance
- ▶ Controlling profitability
- ▶ Production methods
- ▶ Business and the law
- ▶ Business and the economy
- ▶ The competitive business environment
- ▶ Business strategy and growth



What is the structure for Year 13?

Theme 3: Business Decisions and Strategy

- ▶ Business objectives and strategy
- ▶ Business growth e.g. mergers and takeovers
- ▶ The influence of business competition
- ▶ Business decision-making techniques e.g. investment appraisal
- ▶ Analysing financial performance
- ▶ Managing business change
- ▶ Business ethics

Business Objectives ...



What is the structure of Year 13?

Theme 4: Global Business

- ▶ Globalisation
- ▶ International trade
- ▶ International competition
- ▶ Global markets and business expansion e.g. multi-national enterprises
- ▶ Global marketing



How is the A Level assessed?

- ▶ Students are assessed on all the content in the four themes from Year 12 and 13
- ▶ Paper 1 assess themes 1 and 4 in a 2 hour data response exam
- ▶ Paper 2 assess themes 2 and 3 in a 2 hour data response exam
- ▶ Paper 3 assess all four themes in a pre-issued case study exam



A Level Examination Results

2023	2022	2021	2020	2019	2018
A*-B 38.5%	A*-B 57.1%	A*-B 76.9%	A*-B 31.3%	A*-B 30%	A*-B 21.1%
A*-C 61.5%	A-C 76.2%	A*-C 84.6%	A*-C 62.5%	A*-C 60%	A*-C 63.2%
A*-E 100%	A*-E 95.2%	A*-E 100%	A*-E 100%	A*-E 100%	A*-E 100%

Business A Level – a Summary

- ▶ A realistic subject as linked to the real world
- ▶ A wide range of interesting business topics and concepts learnt
- ▶ A history of very good results



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