A Level Business

Staff List

Name	Job Role	Contact Email
Mr A Jenkinson (BA. Hons)	Head of Faculty	aje@northbromsgrove.worcs.sch.uk
Mr A Goodyear (BA. Hons)	Teacher of Business	ago@northbromsgrove.worcs.sch.uk
Mr D Taylor (BSc. CHons)	Teacher of Business	dta@northbromsgrove.worcs.sch.uk

Curriculum Intent

Business is an engaging and inspiring qualification and reflects the demands of a truly modern and evolving business environment. This course enables students to develop as commercially minded and enterprising individuals whilst thinking about the ethics and the long-term effects of business decisions locally, nationally and globally. A significant number of young adults will end up working in business and this course provides a perfect starting point to learning about a diverse range of related occupations.
The Business department at North Bromsgrove aims to deliver an engaging and exciting curriculum to all our students across all year groups. We are passionate about promoting the world of Business and exploring how the learnt theory can be applied to real life examples and scenarios to help embed the knowledge and understanding required to excel in the course.

Exam Board and Link to Specification

We follow the **EDEXCEL** specification.

• Here is the link to the specification: EDEXCEL SPECIFICATION

Curriculum Implementation

There are 4 Themes which you will study:

	Autumn Term	Spring Term	Summer Term
Year 12	**Theme 1: Marketing and people** Students will develop an understanding of: • meeting customer needs • the market • marketing mix and strategy • managing people • entrepreneurs and leaders	**Theme 2: Managing business activities** Students will develop an understanding of: • raising finance • financial planning • managing finance • resource management • external influences	**Theme 3: Business decisions and strategy** Students will develop an understanding of: • business objectives and strategy • business growth • decision-making techniques
Year 13	**Theme 3: Business decisions and strategy** Students will develop an understanding of: • business objectives and strategy • business growth • decision-making techniques • influences on business decisions • assessing competitiveness managing change	**Theme 4: Global business** Students will develop an understanding of: • globalisation • global markets and business expansion • global marketing • global industries and companies (multinational corporations)	Exam 3 Research Task and Revision for Exams

Assessment Overview

The course is linear – thus, the externally examined material is undertaken at the end of year 13. In class, topics are regularly assessed using past exam papers' questions and case studies which embed learning and allow for directed feedback and development of the skills needed for the end of the course.
The A level course is broken down into four themes which are then examined in their respective papers at the end of year 13.

In Year 13 students will undertake 3 exams which will form their final A level result.

- Paper 1: Marketing, People and Global Business (2 Hours, 35%)
- Paper 2: Business Activity, Decisions and Strategy (2 Hours, 35%)
- Paper 3: Investigating Business in a Competitive Environment (2 Hours, 30%)

Paper 1 will assess marketing, people and global businesses.
Questions will be drawn from Themes 1 and 4, and from local, national and global contexts.

Paper 2 will assess business finance and operations, business decisions and strategy.
Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

Paper 3 will assess content across all four themes.
Questions will be drawn from local, national and global contexts.
For Paper 3, there will be a pre-released context document issued in the November of Yr13. The context will focus on a broad context, such as an industry or market in which businesses operate which you will research prior to the exam.

How we build on prior learning

Links to retrieval and how the curriculum is sequenced to support prior learning and make learning memorable

- Interleaving assessment activity
- Retrieval practice of content and course material
- Key word vocabulary testing
- Development of exam technique throughout the course

Cross-curricular links with other subjects

- IT
- Citizenship
- Politics
- Economics
- Maths
- English

Enrichment opportunities
Students are given the opportunity to participate in Company Program run by Young Enterprise; developing essential life skills and employability skills. Students, working with business advisors, will set up and run their own business making all the business decisions from deciding on the name to managing finances, producing, promoting and selling their product.
Students will also be able to participate in The Student Investor Challenge run by the London Institute of Banking and Finance where they will complete in teams in a national competition to use their investor skills to try and make money through investing on a stock market simulator.

There will be the opportunity to visit businesses such as Amazon, take part in a trip to Disneyland Paris for a business convention and visits to other businesses for industry talks and demonstrations of how the businesses work and be able to see the learnt theory in action in the workplace.
Business professionals will be invited in to help explain certain topics and give an insight into how businesses successfully apply the theory into a working environment and students will have the opportunity to engage in questioning to expand their knowledge and understanding. You will also be expected to make presentations in front of business experts to gain and improve business skills.
We are also looking to plan some exam booster and theory sessions led by educational authors and experts in the local area and have a trip to Disneyland Paris where they run exam board specific sessions with a variety of leading experts in the business field invited to present to students over a number of days.

Useful links and resources to support learning

- Tutor2u is a useful site which regularly has blogs which relate to current business situations and videos to watch on business related topics
- The Guardian newspaper business section
- The Financial Times newspaper business section
- SENECA learning website for business basics
- Pearson Edexcel A Level Business Workbook by Ian Marcouse, Andrew Hammond, Nigel Watson
- My Revision Notes: Edexcel A-level Business Revision Guide by Andrew Hammond

How can parents/carers support learning at home?

- Engage in your child's life at school and discuss what they are doing.
- Regularly discuss the importance of positive studying.
- Talk about the working environment or your workplace so students can discuss theory they have learnt with you and see it is used in the workplace.
- Encourage them to watch or read business news.
- Ensuring study time is effectively used to expand understanding on topics.

Studying Business is helpful if you are thinking about:

- Progressing from this qualification to a number of different higher education courses such as business management, business administration, accountancy and finance, human resource management, marketing, retail management, tourism management and international business.
- A level Business support students' entry into employment or other training in specific aspects of business, such as apprenticeships and vocational qualifications which focus on more specialised business areas.
- A level Business provides a strong foundation for employment, with students progressing into a wide range of potential careers such as:
  - Accountancy
  - Banking
  - Business adviser
  - Business development manager
  - Chartered management accountant
  - Construction manager
  - Corporate investment banker
  - Costs lawyer
  - Data analyst
  - Entrepreneur
  - Environmental engineer
  - Forensic accountant
  - General management
  - Human Resources officer
  - Logistics and distribution manager
  - Management consultant
  - Marketing executive
  - Mortgage adviser
  - Product manager
  - Project management
  - Public sector employment
  - Retail manager
  - Risk manager
  - Sales executive