



# The Oldershaw School

A Level Business Studies - HOD: Mrs L Leadbetter

## Course Outline & Exam Ratio

Entry requirements are grade 5 in Business, however, good GCSE passes in English Language and Maths would be beneficial for students wishing to study Business.

This is an exciting new course which encourages students to use logical thinking, problem solving and an enquiring, critical approach to the study of business.

### Year 12

#### Theme 1 – Marketing & People

Students will develop an understanding of:

The Market, meeting customer needs, 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

### Year 13

#### Theme 3 – Business Decisions & 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).

## Progression Routes

Students can go on to higher education at university to continue their studies or vocations. This qualification provides students with transferable skills such as numeracy, communication, an understanding of the business environment, adaptability and self-management. There are numerous employment possibilities like: Banking: Accountancy: General Management: Marketing.

## Enrichment Opportunities

1:1 Tutorials, Local business visits to companies such as Jaguar Land Rover, CostCo and Alton Towers, trips to Disneyland Paris and Grade Booster workshops.

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