

Business Studies



Exam Board	Edexcel
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Qualification	A Level Business/Careers Academy programme
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Entry Requirements	GCSE English and Maths at grade C
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Content (Outline of Course)	<p><u>Year 12</u></p> <p>Theme 1: marketing and people (includes - meeting customer needs, analysing the market, marketing mix and strategy, managing people and what it takes to be an entrepreneur).</p> <p>Theme 2: managing business activities (includes - financial planning, managing finance, resource management and External influences).</p>
	<p><u>Year 13</u></p> <p>Theme 3: Global business (includes – globalisation, global markets and business expansion, global marketing, multinationals).</p> <p>Theme 4: Business decisions and strategy (includes – business objectives and strategy, business growth, decision making techniques, influences on business decisions, assessing competitiveness and managing change).</p> <p>Successful candidates within the A level group may be selected to take part within the UK Careers Academy programme. Careers academy is a major national Business Studies-related programme designed to provide a powerful introduction to the world of business through close association with companies in the Newcastle area. The course is designed to incorporate the integration of the business world assisted through various experiences:</p> <ul style="list-style-type: none"> • 6-week paid internship with a company towards the end of the first year of study • A business mentor to provide guidance and support • Business ‘guru’ lectures • Visits, business seminars, simulations, enterprise events

Assessment	<p><u>Year 12</u></p> <p>Paper 1 (80 marks 50% 1.5hrs) Section A: data response question Section B: data response question Section C: extended open response question</p> <p>Paper 2 (80 marks 50% 1.5hrs) Section A: data response question Section B: data response question Section C: extended open response question</p>
	<p><u>Year 13</u></p> <p>Paper 1 (100 marks 35% 2hrs) - Two data response questions broken down into a number of parts, each including one extended open response question</p> <p>Paper 2 (100 marks 35% 2hrs) - Two data response questions broken down into a number of parts, each including one extended open response question.</p> <p>Paper 3 (100 marks 30% 2hrs) - Context pre-released in June of the previous year. Section A: focus on the broad context. Section B: focus on a strand within the context In each section, one data response question broken down into a number of parts, each including one extended open response question.</p>