

A Level Business Studies

We aim to create the very best Business Studies students. The aim of the Business Studies curriculum is to develop students' understanding of how the local / national /global economy works through analysing economic issues, problems and institutions that affect everyday life. The aim of the Business Studies curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability skills and identify business problems and opportunities. We provide a balanced curriculum overall for students 14 - 18 years of age covering topics such as roles and responsibilities of setting up a new business and its financial management, human resources and operations.

University



Exams

Revision

Apprenticeships



Paper 3 Evaluation

Conditions that

Global merges

Impact of MNCs

Ethics and scenario planning prompt trade



Protectionism

Global marketing



Human resources and change mgt

Finance statements and ratio



International trade & business growth



Quality

Economic

influence

Year 13

Finance Sources & Budgeting



Legislation Competitive

Business environment failure



Leadership &

Branding and

Management

Promotion

Marketing Mix

Branding Pricing

motivation **Organisation**

> Design & Recruitment



Marketing strategy & product lifecycle

Market and **Market Positions**

Role of entrepreneurs

Demand and Supply

Elasticity of demand and income

Year 12

Business **Objectives &** forms of business

Market Research

