

The Course

The Pearson Edexcel Level 3 Advanced GCE in Business is structured into four themes and consists of three externally examined papers. In the LVI, students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work.

In the UVI, breadth and depth of knowledge and understanding, with applications to a wider range of contexts and more complex business information, are developed in Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues. Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.

As you are expected to apply your business knowledge to a variety of local, national and global business contexts in both manufacturing and service sectors it is essential that you keep up to date with business stories in the news. You should also have an awareness of how the wider economy influences these businesses and critically evaluate your own experiences of interacting with a variety of firms. This will include the internal and external factors that might influence the decisions taken and how any changes might be implemented. This strategic focus will be driven from your detailed analysis of current business performance. Assessment is based around the analysis of real business situations and you should be prepared to read widely to understand a variety of business contexts so that you can demonstrate your understanding. You should also be able to compare and contrast the approaches taken by different businesses.



Lower Sixth

Theme 1: Marketing and People

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders

Theme 2: Managing Business Activities

- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influences



Upper Sixth

Theme 3: Business decisions and strategy (builds on Theme 2)

- **Business objectives and strategy**
- **Business growth**
- **Decision-making techniques**
- **Influences on business decisions**
- **Assessing competitiveness**
- **Managing change**

Theme 4: Global business (builds on Theme 1)

- **Globalisation**
- **Global markets and business expansion**
- **Global marketing**
- **Global industries and companies (MNC's)**

Examinations

The content will be tested in three 2 hour exams. Paper 1 covers Themes 1 and 4. Paper 2 covers Themes 2 and 3, and Paper 3 is a synoptic paper based on a pre-released theme, asking students to consider a particular business sector, and apply their knowledge holistically to that sector. Previous research themes have included industries such as gyms, fast-casual restaurants and entertainment streaming services.

What do I need to study Business?

A minimum Grade 6 in GCSE English Literature or Language is required and a Grade 7 is strongly recommended. A Grade 6 in GCSE Mathematics is also required.

You will need an organised and logical approach and have the ability to manipulate, analyse and interpret quantitative and qualitative evidence. An interest in current business issues is vital. It is possible to take Business alongside Economics at A Level and a number of our pupils do so each year. However, for a small number of courses some universities prefer that only one of these subjects is studied. You do not need to have studied Business at GCSE Level to pursue the course..

A Level subject video available here:: https://youtu.be/0rNLcca_gKw