A LEVEL IN
BUSINESS

Salisbury 6th Form College
Aspiration • Excellence • Success

ENTRY REQUIREMENTS
5 GCSE GRADE 4 OR ABOVE INCLUDING
4 IN MATHS | 5 IN ENGLISH LANGUAGE



TOPICS STUDIED

- **Marketing**
- **People management**
- **Global business**
- **Managing business activities**
- **Business decisions & strategy**



COURSE DESCRIPTION

On this course you will learn about all kinds of businesses - from small to large, UK based to global, start-ups to established brands - and how each functional area works. You will explore financial decision making and how businesses measure the success of those decisions; how the operations function produces goods efficiently and to the quality demanded by customers. You will analyse stakeholders - how a business recruits, retains and motivates its staff; how other key stakeholders influence and are impacted by businesses. You will pose questions such as how and why businesses choose their corporate objectives and are these always profit driven? Then there's marketing - how a business communicates what products they sell and their brand; how they reach their target market via promotion strategies to improve sales. You will explore why businesses make certain product design choices and charge the prices they set and how external factors such as current economic climate and technological changes can influence this.

Business is an exciting and dynamic subject - no two businesses are alike. You will learn current business practice and apply your knowledge to real businesses to see how the theory applies to the real world. You will learn how to critically analyse and evaluate business behaviour and advise on the relative merits of decisions, providing balance in your work and supported judgements in your conclusions, as very often there is no right or wrong answer!

100% EXAMS

UP TO 56 UCAS POINTS