

# A LEVEL IN BUSINESS

## ENTRY REQUIREMENTS

5 GCSE GRADE 4 OR ABOVE  
INCLUDING 4 IN MATHS | 5 IN ENGLISH

## TOPICS STUDIED

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

## COURSE DESCRIPTION

On the A Level Business course you will learn about all kinds of businesses, from small to large, UK based to global, start-ups to established brands.

You will gain an understanding of how the functional areas in a business work, such as finance and operations. Money keeps a business going, like the fuel in a car, and operations is the engine, producing goods efficiently and to the quality demanded by customers.

You will look at the people and how a business recruits and maintains its staff. You will pose questions such as why charities pay their CEOs big bucks rather than using the money for charitable purposes? Then there's marketing. This is how a business communicates what they sell and how they reach their target markets to improve sales. You will find out why businesses choose to advertise through different mediums and the costs involved.

Business is an exciting subject which is always changing and no two businesses are alike. Studying A Level Business will introduce you to current business practice and you will apply your knowledge to real businesses and see how the classroom theory applies to the real world. You'll learn how to critically analyse and evaluate business behaviour and question the motives behind business decisions.

100 % EXAMS

UP TO 56 UCAS POINTS

