

# Choosing AS and A level Business



# Is Business for me?

Yes, if you enjoy:

- **Communicating and explaining ideas**
- **Exploring and presenting alternative courses of action**
- **Thinking strategically and making decisions**
- **Working with numbers to solve business problems**
- **Keeping up to date with national and international news**
- **Learning about the world through research and investigation**

# A-level Business

- **There is overlap in core content but you learn it in greater depth at A level**
- **You learn about real businesses but focus more on strategic thinking and global world**
- **There is no controlled assessment but there is a pre-released research task - you investigate an industry or market in which businesses operate.**

# What will I learn?

**Theme 1** - dynamic markets, social media and e-commerce. Innovation and entrepreneurship.

**Theme 2** - business finance, impact of economic uncertainty and competitive environment.

**Theme 3** - explores business decision-making and survival. Managing change and scenario planning.

**Theme 4** - explores global business and overseas markets. Cultural and social differences and impact of multinationals.

# How will I be assessed?

You sit three exams at the end of your course:

**Paper 1:** data response and essay questions. Focuses on Themes 1 & 4 content.

**Paper 2:** data response and essay questions. Focuses on Themes 2 & 3 content.

**Paper 3** has a pre-released context. You will investigate an industry or market in which businesses operate before the exam. The data response and essay questions in the exam are linked to the context.

**Breakfast project** – on school portal

**Sneakernomics** – The shoes that changed the world

<https://www.bbc.co.uk/programmes/p09flcn3>

