



BUSINESS

Gordon's Sixth Form

A LEVEL

&

BTEC LEVEL 3

National Extended Certificate in Business

A Level Business (Edexcel)

Assessment

This A Level Business course is examined through 3 two hour written papers, which cover a range of topics and themes taught in Year 12 and 13, with a focus on both qualitative and quantitative skills.

Year 12

For a business to operate effectively, tasks must be carried out by different functional areas (or departments) such as marketing, people, finance and operations. Theme 1 enables students to understand how businesses identify opportunities and focus on developing a competitive advantage through interacting with customers and adapting their marketing strategy. This theme also considers the role of human resources, exploring how businesses recruit, train, organise and motivate their employees, as well as the role of enterprising individuals and leaders.

In Theme 2 students will develop an understanding of raising and managing finance as well as methods used to measure business performance. Resource management and operational strategies are explored to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Students will also consider the external influences that can impact businesses, including economic and legal factors.

Year 13

Students will explore influences on business strategy and decision-making (Theme 3), as well as exploring business activity in a global context (Theme 4). Students will learn about larger businesses and the challenges they face on both a day to day basis and in planning for the future, including the ethical and moral dimensions of global business activities.

Allocated research and discussion time is also given to a particular industry/market in which businesses operate in, which Edexcel set as a key investigation for study each year.

BTEC Level 3 National Extended Certificate in Business

Assessment

The Extended Certificate in Business (equivalent in size to one A Level) is assessed through a combination of coursework and external assessment methods, including an exam. It is designed for students who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, including university and apprenticeships, as well as to help prepare them for future employment.

Year 12

Practical skills and theoretical understanding are at the heart of understanding the world of business. In Unit 1 Exploring Business, students will study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

In Unit 2 Developing a Marketing Campaign, students will gain skills relating to, and an understanding of, how a marketing campaign is developed. Marketing is a dynamic field central to the success of any business. This unit will explore the different stages of the process that a business goes through when developing its marketing campaign for a given product/ service, including the role of market research data and other information.

Year 13

As part of the Unit 3 Personal and Business Finance topic, students will develop the skills and knowledge needed to understand, analyse and prepare financial information. Personal finance involves the understanding of why money is important and how managing money can help prevent future financial difficulties. The business finance aspects of the unit include accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses.



In Unit 8 Recruitment and Selection, students will explore how the recruitment process is carried out in a business, be taught the skills needed for an interview situation and then be given the opportunity to participate in selection interviews and review their own performance.

Transferable Skills

Students will be studying a subject that is dynamic and ever changing, therefore they will acquire a range of important skills including research, presentation and essay writing skills.

Students studying this subject will develop a critical understanding of:

- organisations and the markets they serve;
- the internal workings and management of organisations;
- the process of decision-making and how business behaviour is influenced by a range of people and organisations;
- what outside factors influence the operations of a business;
- techniques to analyse and solve business problems.

Careers

Successful completion of the A Level Business course could lead to a place in higher education or a career in one of the following areas: Marketing eg Advertising, and/or Brand Management, Sales; Human Resource Management eg Recruitment and Training; Customer Services; Strategic Business Management; or managing and controlling the financial performance of a business eg Accountancy.

Business Graduates might also enter graduate trainee schemes with large corporate companies. Some graduates go on to study an MBA or qualify in teaching and lecturing. Entrepreneurial graduates might also start their own business.

A business and management studies degree prepares students for a career in business, which may stretch across any sector or industry.

Famous celebrities who studied business-related courses at university include Arnold Schwarzenegger, Kevin Costner, Eddie Izzard, Cate Blanchett, Mick Jagger and Ivanka Trump.

BUSINESS

HEAD OF DEPARTMENT

Mr J Hamilton

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Exam Board

Edexcel

Specification

9BS0

COURSE DETAILS

Examination

This course is examined through 3 two hour written papers, which cover a range of topics and themes taught in Year 12 and 13, with a focus on both qualitative and quantitative skills.

Year 12

For a business to operate effectively, tasks must be carried out by different functional areas (or departments) such as marketing, people, finance and operations.

Theme 1 enables students to understand how businesses identify opportunities and focus on developing a competitive advantage through interacting with customers and adapting their marketing strategy. This theme also considers the role of human resources, exploring how businesses recruit, train, organise and motivate their employees, as well as the role of enterprising individuals and leaders.

In **Theme 2** students develop an understanding of raising and managing finance as well as methods used to measure business performance. Resource management and operational strategies are explored to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Students also consider the external influences that can impact businesses, including economic and legal factors.

Year 13

In Year 13, students explore influences on business strategy and decision-making (**Theme 3**), as well as exploring business activity in a global context (**Theme 4**). Students learn about larger businesses and the challenges they face on both a day to day basis and in planning for the future, including the ethical and moral dimensions of global business activities.

Allocated research and discussion time is also given to a particular industry/market in which businesses operate in, which Edexcel set as a key investigation for study each year.

HOW WILL I BE ASSESSED?

Exam Papers Year 13	% of GCE	Details
Paper 1: Marketing, people and global businesses	35%	Sections A and B each comprise different case studies and questions, based on topic content from themes 1 and 4 .
Paper 2: Business activities, decisions and strategy	35%	Sections A and B each comprise different case studies and questions, based on topic content from themes 2 and 3 .
Paper 3: Investigating business in a competitive environment	30%	Comprises data response questions and open extended questions. Focus is on application of knowledge and understanding from themes 1, 2, 3 and 4, and link this to a particular industry or sector that they have been provided with the pre-released theme.

WIDER READING

- Bannatyne, D. (2007) *Anyone Can Do It: My Story*, London: Orion
- Branson, R. (2015) *The Virgin Way: How to Listen, Learn, Laugh and Lead*, London: Virgin Books
- Liker, J. (2014) *The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer*, McGraw-Hill Education; Reissue edition

BUSINESS (BTEC LEVEL 3)

HEAD OF DEPARTMENT

Mr J Hamilton

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Exam Board

Edexcel

Specification

601/7159/5

COURSE DETAILS

Examination

The Extended Certificate in Business (equivalent in size to one A Level) is assessed through a combination of coursework and external assessment methods, including an exam.

It is designed for students who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, including university and apprenticeships, as well as to help prepare them for future employment.

Year 12

Practical skills and theoretical understanding are at the heart of understanding the world of business. In **Unit 1 Exploring Business**, students will study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

In **Unit 2 Developing a Marketing Campaign**, students will gain skills relating to, and an understanding of, how a marketing campaign is developed. Marketing is a dynamic field central to the success of any business. This unit will explore the different stages of the process that a business goes through when developing its marketing campaign for a given product/service, including the role of market research data and other information.

Year 13

As part of the **Unit 3 Personal and Business Finance topic**, students will develop the skills and knowledge needed to understand, analyse and prepare financial information. Personal finance involves the understanding of why money is important and how managing money can help prevent future financial difficulties. The business finance aspects of the unit include accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses.

In **Unit 8 Recruitment and Selection**, students will explore how the recruitment process is carried out in a business, be taught the skills needed for an interview situation and then be given the opportunity to participate in selection interviews and review their own performance.

HOW WILL I BE ASSESSED?

Y12 Assessment	% of Grade	Details
Unit 1 Exploring Business	25%	This unit is assessed by coursework . Students need to complete three written assignments.
Unit 2 Developing a Marketing Campaign	25%	This unit is assessed under supervised conditions . Part A is released two weeks before Part B is scheduled to enable learners to carry out research. Part B is a supervised written assessment of three hours taken in a single session during the two-day period timetabled by Pearson. The assessment is set and marked by Pearson, and the number of marks available is 70.
Y13 Assessment	% of Grade	Details
Unit 3 Personal and Business Finance	33%	This unit is assessed by a written examination set by Pearson. The examination will be two hours in length. The number of marks for the examination is 100.
Unit 8 Recruitment and Selection Process	17%	This unit is assessed by coursework . Students need to complete two written assignments.

WIDER READING

- Bannatyne, D. (2007) *Anyone Can Do It: My Story*, London: Orion
- Branson, R. (2015) *The Virgin Way: How to Listen, Learn, Laugh and Lead*, London: Virgin Books
- Schmidt, E (2015) *How Google Works*, London: John Murray



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