

Welcome to Business Studies at CCHS



CANNOCK CHASE HIGH SCHOOL

A C H I E V E M E N T F O R A L L

Why should you choose to study Advanced Business Studies?

- 1) Quite **interesting!** We will look at current practises in local, national and international businesses you are familiar with.
- 2) Established department with a proven track record of **success.**
- 1) Taught by an **experienced member of staff** (Miss Horner) who is familiar with the requirements (and pressures) of examination requirements and who also marks for the exam board.



CANNOCK CHASE HIGH SCHOOL

A C H I E V E M E N T F O R A L L

Which Course is it?

- Pearson Edexcel Level 3 Advanced GCE in Business (9BS0)
- Full details of the course can be found:

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.coursematerials.html#%2FfilterQuery=category:Pearson-UK:Category%2FSpecification-and-sample-assessments>

Content Studied

AS Year:

Theme 1 and Theme 2 are taught and examined

Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

A2 Year:

Theme 3 and Theme 4 are taught and students are examined on the content from both years

Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).



CANNOCK CHASE HIGH SCHOOL

A C H I E V E M E N T F O R A L L

Assessment – A2 Year

Paper 1 – will assess marketing, people and global businesses. Questions will draw from Themes 1 and 4

Worth 35% of the qualification

Paper 2 - will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3

Worth 35% of the qualification

Paper 3 – will assess content across all four themes and will be based on a pre-released context e.g. fitness market, confectionary market, etc.

Worth 30% of the qualification



CANNOCK CHASE HIGH SCHOOL

A C H I E V E M E N T F O R A L L

AS Entry Requirements

GCSE Maths

There is a greater emphasis on quantitative skills i.e. students must be comfortable with **ratios, fractions, working out percentages, profit and loss calculations** and we recommend that students have a grade 5+ in GCSE Maths before starting this course.

GCSE English Language

There is also a requirement to **write convincing well structured answers in response to a business context that formulate strong arguments.**

Therefore we would like students to have at least a grade 5 in English Language before starting the course.

Studied Business at L2 (GCSE or Vocational)

If you have studied GCSE Business ideally you would have achieved Grade 6 or above. If you have studied a vocational qualification (BTEC or NCFE) ideally you would have achieved a L2M or above.

What you can expect from staff

- Experience
- Engaging and innovative lessons
- Enthusiasm
- Work marked regularly with detailed feedback and comments to help you reach your target
- To treat pupils as individuals, differentiation and use of intervention where appropriate

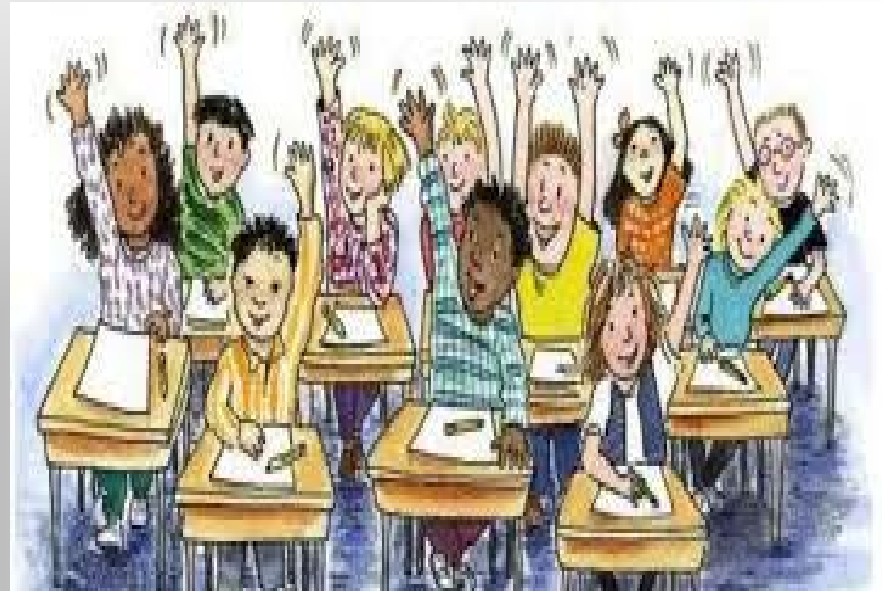


CANNOCK CHASE HIGH SCHOOL

A C H I E V E M E N T F O R A L L

What we expect from students

- Attendance
- Enthusiasm!
- Organisation
- Contribution
- Commitment
- Ability to meet deadlines
- Independent learners
- Read around the subject



CANNOCK CHASE HIGH SCHOOL

A C H I E V E M E N T F O R A L L

What can I do with A Level Business?

- Higher Education Courses such as business management, business administration, accountancy and finance, human resource management, marketing, retail management, tourism management and international business
- A wide range of careers ranging from banking, sales, product management and general management to working in public sector organisations or charities.