



A Level Business (Edexcel)

Business qualifications are increasingly sought after by employers, and are a great platform for higher education. This course has a wide ranging syllabus, taking in global and domestic business practices, making it an attractive option for those seeking a broad introduction to the subject.

THIS COURSE ENCOURAGES STUDENTS TO:

- Develop an enthusiasm for studying business
- Gain a holistic understanding of business in a range of contexts
- Develop a critical understanding of organisations and their ability to meet society's needs and wants
- Understand that business behaviour can be studied from a range of perspectives generate enterprising and creative approaches to business opportunities, problems and issues
- Be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- Acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis
- Apply numerical skills in a range of business contexts.

COURSE CONTENT:

The specification is structured into four 'themes', assessed across three examinations. This course has been designed to reflect this, and will take students through each theme in the following order:

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

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).



In order to attain this qualification, you must sit three examinations, details of which can be seen below:

PAPER 1: MARKETING, PEOPLE AND GLOBAL BUSINESS *PAPER CODE: 9BS0/01

Paper 1 is a written examination and will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national and global contexts.

Details:

- Exam Length: 2 hours.
- Exam Weighting: 35% of the total qualification.
- Questions: The paper has two sections, A and B. Students answer all questions from both sections. Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response questions.
- Marks: 100 marks in total.

PAPER 2: BUSINESS ACTIVITIES, DECISIONS AND STRATEGY *PAPER CODE: 9BS0/02

Paper 2 will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

Details:

- Exam Length: 2 hours.
- Exam Weighting: 35% of the total qualification.
- Questions: The paper has two sections, A and B. Students answer all questions from both sections. Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response questions.
- Marks: 100 marks in total.

PAPER 3: INVESTIGATING BUSINESS IN A COMPETITIVE ENVIRONMENT *PAPER CODE: 9BS0/03

Paper 3 will assess content across all four themes. Questions will be drawn from local, national and global

contexts. For Paper 3, there will be a pre-released context document issued. A new context will be given out each year and will relate to the examination series for the following summer. The context will focus on a broad context, such as an industry or market in which businesses operate. The question paper will be in two sections.

The first section will focus on the broad context provided. This will be outlined to centres through the pre-released document. Questions will focus on the broad context.

The second section will focus on at least one strand within the context provided, such as a particular business.

Each section will contain unseen stimulus materials comprising quantitative and qualitative evidence. Students are required to apply their knowledge and understanding from Themes 1, 2, 3 and 4 and their understanding of the broad context to this evidence.

Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination.

Details:

- Exam Length: 2 hours.
- Exam Weighting: 30% of the total qualification.
- Questions: The paper has two sections, A and B. Students answer all questions from both sections. Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response questions.
- Marks: 100 marks in total.

ENTRY REQUIREMENTS

The minimum entry requirements for Level 3 academic study apply. In addition, applicants will require a Grade 6 in English and a Grade 5 in Maths.

CTEC Level 3 Business

AIMS OF THE COURSE

This exciting new program of study aims to equip students with the practical knowledge and skills to become an effective business practitioner. The course focuses on the vocational and practical aspects of business management, developed through group activity and project based work. This modular course is available in 'single' or 'double' options. The course of study is very much 'hands on', with the emphasis on marketing, individual projects and team based working.

COURSE CONTENT

The CTEC Level 3 Business program will follow the new NQF syllabus. All courses are completed over a two year period.

Single	Double
Extended Certificate 360 GLH	Diploma 720 GLH
5 Units	5 Units
1. Business Environment (Examination)	3. Business Decisions (Examination)
2. Working in Business (Examination)	6. Marketing Strategy (Coursework)
4. Customers and Communication (Coursework)	7. Marketing Campaign (Coursework)
5. Marketing and Market Research (Coursework)	15. Change Management (Examination)
16. Principles of Project Management (Coursework)	22. Delivering a Business Project (Coursework)

All ten units combine to make the double award.

SKILLS REQUIRED

Students will benefit from an inquiring mind and an interest in current affairs especially in the business world. The course is underpinned by the students' own self-directed study and the creation of coursework portfolio units, which require self-discipline and an ability to write clearly and express ideas which are supported by research. A high level of student participation is expected in activities and visits. The ability to work well in private study and as a member of a team is a very big advantage on this course.

ASSESSMENT PROCEDURES

This course is assessed through the submission of self-directed coursework, presented as portfolios by students at the end of each unit studied, examination and exam board assessed assignments.

CAREER OPPORTUNITIES

Students taking this course progress to college or university to study a related subject or go directly into work in supervisory and management positions in a broad range of industries. The practical nature of the course assists in equipping students with the interpersonal and business skills valued by employers in the workplace across all sectors of industry. A core component of the course is the study and experience of setting up and running a small business enterprise and many students consider this as a longer term objective, supported by the knowledge and experience gained from the course.

COURSE ENTRY REQUIREMENTS

The minimum entry requirements for Level 3 applied study apply. In addition, students will be required to have achieved at least grade 4 in maths. Grade 5 in maths and English would be an advantage for this course.

BTEC Nationals in Travel & Tourism

AIMS OF THE COURSE

This course aims to prepare students for a career in the Travel & Tourism industry and give an opportunity to develop transferable and higher order skills. The program of study is designed to introduce the theory behind tourism as a business specialism and to prepare for further study in higher education. Alongside this, students gain the practical project management skills associated with the research of four chosen project topics.

COURSE CONTENT

The course is modular in format with an option to take the single award, equivalent to one A Level, or the combined double award, equivalent to two A Levels.

Single Award (Extended Certificate)
<p>The World of Travel and Tourism Industry Managing the Customer Experience Global Travel Destinations Plus one Optional Unit</p>
Double Award Diploma Additional Units
<p>Travel and Tourism Enterprises Research Current Issues in Travel and Tourism The UK as a Tourist Destination Plus one Optional Unit</p>

All 8 units combine to form the double award.

SKILLS REQUIRED

Students will benefit from a genuine interest in the travel business, news and current affairs, especially events that relate to the tourism industry. An interest in geography is also very useful. This course is very dependant on the students' own self directed study and the creation of coursework portfolio units. This course calls for students to be very self-disciplined. The presentations that are given also require students to be prepared to develop their ability to write clearly and express ideas one to one and in larger groups. As such, the ability to work well in private study and as a member of a team is a very big advantage.

ASSESSMENT PROCEDURES

The course comprises coursework portfolio assessment, externally set coursework tasks and examinations.

CAREER OPPORTUNITIES

Upon completion of this course students go on to study travel and related tourism management subjects. Often, students combine their interest in a foreign language or sport and go on to study a sport or international management course. In addition, students have taken employment and management training positions in the tourism industry across a range of sectors including Tour Operators, Airlines, Sports Centres and Hotels.

COURSE ENTRY REQUIREMENTS

The minimum entry requirements for Level 3 applied study apply. In addition students will be required to have achieved at least grade 4 in Maths.

Full Time Level 3 Business, Marketing and Travel

AIMS OF THE COURSE

It is possible to study completely within the Business and Tourism Department of St George's Academy. By following a mixture of double and single vocational courses in Business and Travel, you are able to create a full-time programme of study. This course's main focus is on Marketing within the Business and Travel industry and getting you prepared for your chosen career.

ASSESSMENT

Assessment is through a mixture of internally assessed coursework, that is assessed by your teachers and externally assessed examinations.

CAREER OPPORTUNITIES

Students who complete this course may move onto a variety of university courses or apprenticeships within the field of Business or Travel.

ENTRY REQUIREMENTS

The minimum entry requirements for level 3 applied study apply. In addition, students will be required to have at least a grade 4 in Maths.