



Woolwich Polytechnic  
Sixth Form

# Business A Level

The Business staff are so supportive, they are always willing to go out of their way to help you. The teachers make the lessons fun and interesting and therefore they are enjoyable.

## Course Content

There are 4 main themes that are all tested through an exam.

### AS 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.

### AS Theme 2: Managing business activities:

Students will develop an understanding of:  
Raising finance · Financial planning · Managing finance · Resource management · External influences.

### A2 Theme 3: Business decisions and strategy:

This theme develops the concepts introduced in Theme 2.  
Business objectives and strategy · Business growth  
Decision-making techniques · Influences on business decisions · Assessing competitiveness · Managing change.

### A2 Theme 4: Global business:

This theme develops the concepts introduced in Theme 1.  
Globalisation · Global markets and business expansion · Global marketing · Global industries and companies (multinational corporations).

## Entry Requirements

GCSE Business Grade 6 will be an advantage

## How will I learn? (ie. Practical focus, fostering independence etc)

You will become an independent learner. You will have to learn formulas and apply them. Lessons are activity based and there is a strong focus on exam questions and peer assessment to mark them.

## How will I be assessed?

The course is 100% exam.  
AS - There are 2 papers, 1.5 hour each.  
A2 - There are 3 papers, 2hrs each.

## Which awarding body is the course validated by?

Pearson/Edexcel

## What qualification will I receive?

A Level Business

## What can I do with this qualification? (ie. University courses and potential career paths)

An A Level in Business will go alongside any other qualification that you study. You can get into any University or Apprenticeship, depending on what qualifications you study alongside it.

