

Business Studies

EDEXCEL Specification



General information:

Business teaching at BWS aims to give all pupils a strong understanding of the world around them whilst allowing them to acquire specific skills and knowledge to help them to think like social scientist and to gain a broad understanding of the uses and implications of Business and Economics, by drawing on historical perspectives, what is happening today and indeed, what may well be happening in the future.

Further, we aim to develop enquiry skills that allow pupils to scrutinize prevailing concepts and ideas by embedding these alongside the teaching of the two specific curricula, in order that our students are able to achieve success in both internal and external exams whilst providing them with the high level knowledge and understanding required for study, employment or training beyond BWS.

Course content:

Students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work. Breadth and depth of knowledge and understanding, with applications to a wider range of contexts and more complex business information, are developed in Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues.

Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions. More details of the content in each theme can be found overleaf.

How is the course assessed?

Assessment will consist of three written exams each lasting 2 hours. All papers consist of two sections. Section A comprises a range of multiple or choice and short-answer questions. Section B comprises one data response question broken down into a number of parts, including a choice of extended open-response question. Paper 3 is a 'synoptic' paper in Business, assessing knowledge acquired across the entire course.

Entry requirements:	Results information:	Top destinations for students:
Students will need to meet the general entry requirements of the school – a minimum of 48 points across their 8 best GCSEs, as well as a grade 5 in English Language and Mathematics.	Business Studies A-Level is new to BWS, but we are excited for its reintroduction and a new cohort of students.	A significant proportion of pupils attend Russell Group Universities to study Economics and related Business subjects.

Beyond the curriculum:

We have in the past invited speakers from the Business world and the Bank of England. The department also offers 'lunch-and-learn' seminars in Year 13 where pupils can further explore key topics drawn from the business and economic environment.

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).