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Subject Guides











A-level Business

Examination - Two exams at the end of Year 12, 3 exams at the end of Year 13

AS covers

Theme 1 Marketing and people. Meeting customer needs. The market. Marketing mix and strategy. Managing people. Entrepreneurs and leaders

Theme 2 Managing business activities. Raising finance. Financial planning. Managing finance. Resource management. External influences

A2 covers AS topics plus

Theme 3 Business decisions and strategy. Business objectives and strategy. Business growth. Decision-making techniques. Influences on business decisions. Assessing competitiveness. Managing change.

Theme 4 Global business. Globalisation. Global markets and business expansion. Global marketing. Global industries and companies (multinational corporations).

Where will the subject take me? The subject can lead on to any Business-related degree course (of which there are a vast number) as well as potentially courses in Economics, Finance, Politics, Management, etc.

What prior knowledge do I need? The Business course requires no specific prior learning. No particular background in terms of subjects is expected, however, the ability to read and interpret data correctly and to write in a logically structured manner can be distinct advantages.

What about Maths? A significant proportion of questions will have a quantitative element to them but the Maths involved does not go beyond GCSE level.