



BUSINESS

STAFF

Mr Z Bassier

Mr R Beecher

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INTRODUCTION

Welcome to A Level Business! For some of you, this will be your first time studying Business, while others may already have experience from GCSE. Whether you're new to the subject or building on prior knowledge, this course will develop your understanding of how businesses operate, grow, and make decisions in a dynamic world.

In Year 12, you will study:

- **Theme 1: Marketing and People**
You will explore customer needs, market research, the marketing mix and strategy, managing people, and the role of entrepreneurs and leaders.
- **Theme 2: Managing Business Activities**
This includes raising and managing finance, financial planning, resource management, and the impact of external influences on business operations.

In Year 13, you will progress to:

- **Theme 3: Business Decisions and Strategy**
You will develop an understanding of business objectives and strategy, growth, decision-making techniques, influences on business decisions, assessing competitiveness, and managing change.
- **Theme 4: Global Business**
This theme covers globalisation, global markets and expansion, global marketing, and the role of multinational corporations.

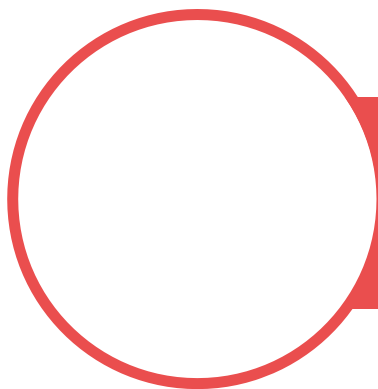
Themes 1 and 2 introduce core business concepts and apply them to real-world contexts, helping you build a broad understanding of how businesses function. Themes 3 and 4 deepen this knowledge, encouraging a more strategic and analytical approach. You will be expected to think critically, challenge assumptions, and consider business behaviour from multiple perspectives.

You will have a separate teacher for each Theme in Year 12 and 13.

WHAT TO BRING FOR YOUR FIRST LESSON

You will need to bring along the usual stationery – pens, pencils rulers and rubbers – and a calculator. Expect to take notes, answer questions, draw graphs and apply business models. You will also need a pack of lined paper and a sturdy A4 folder.

You will be enrolled on Microsoft Teams as a class group, where communication posts and assignments will be set and marked.



Mr Basser

CLASSWORK, HOMEWORK & INDEPENDENT STUDY

Your learning will be a combination of engaging classroom activities and essential independent study. In lessons, you will participate in discussions, case study analysis, and application of business models and theories. You will also practise exam-style questions and develop your essay-writing skills.

It is important to maintain a well-organised folder for each theme, as this will be a key revision tool. You are expected to complete 4 to 5 hours of independent work per week, including reviewing notes, preparing for lessons, and completing homework tasks.

RESOURCES

You will be provided with a student pack (workbook) for each topic. Additional resources will be shared to help you prepare for lessons, revise key content, and practise for internal assessments and your final A Level exams.

If you wish to purchase a revision guide, ensure it is suitable for Edexcel A Level Business (9BS0). Recommended titles include:

- Edexcel A Level Business Revision Guide (Pearson)
- My Revision Notes: Edexcel A Level Business (Hodder Education)

SUPPORT

Exam technique is embedded throughout the course, so you will receive support during lessons as and when you need it. We also run regular support sessions offering targeted and focused guidance. In addition, we operate an open-door policy—feel free to drop in and speak to your teachers if you need any extra help.