

BUSINESS

Why choose Business!

Although some learners will have already gained knowledge, understanding and skills through their study of business at GCSE, there are no prior learning requirements for Business. Business introduces learners to the dynamic business environment and the importance of entrepreneurial activity in creating business opportunities and sustaining business growth. Learners will have the opportunity to develop a wide range of essential skills required for higher education and employment.

Careers with Business

Business provides a suitable foundation for the study of business or a related area through a range of higher education courses or employment. In addition, Business provides a coherent, satisfying and worthwhile course of study for learners who do not progress to further study in this subject. Careers that may be of interest for those undertaking business qualifications are:

- Finance
- Marketing
- Human Resources
- Business Management
- Law

What will I study?

AS unit 1 content areas:

Enterprise
Business plans
Market research
Business Structure
Business location
Business revenue and costs

AS unit 2 content areas:

Marketing
Finance
Human Resources

A level unit 3 content areas:

Market analysis
Analysing financial performance
Strategy and implementation
Investment appraisal

A level unit 4 content areas:

Change
Risk management
PEST factors
International trade
Globalisation



For more information on the qualification scan the QR code and download the specification.