

Business



at RHB Sixth Form

Business Studies is a *lively* subject, full of *debate, opinion* and conjecture. It is designed to provide students with a critical *understanding of the internal functions* of a contemporary organisation of all types and the dynamic external environment within which businesses operate. The principles of *management* and *decision making* are examined and applied to *real world* businesses and case studies helping students understand the challenges organisations face and how they overcome these challenges. This *hands-on experience* will not only enhance your understanding but also *prepare you for a future in business* with confidence.

“Business Studies for A Level has provided me with valuable insights into how businesses operate, and I believe it is paving the way for an exciting future ahead.”

RHB ALUMNA

COURSE OUTLINE

A Level Business Studies equips you with a range of relevant business and transferable skills including decision making, problem solving and critical thinking, it teaches you the importance of challenging assumptions. You will be able to apply numerical skills in a range of business context. These skills are all highly sought after and valued in a wide range of future careers.

Year 12

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

Year 13

Theme 3: Managing business decisions and strategies. 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

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)

Assessment

A Level assessment consists of three x 2 hour written exams taken at the end of the two-year course. Each exam will be worth a third of the A Level.

WHERE COULD THIS COURSE TAKE ME?

Further Education

If you would like to study Business, Finance or Management at university, A Level Business provides an excellent foundation. The skills you learn are transferable across a broad range of subjects. It can also be linked with other subjects to provide a wide range of undergraduate alternatives eg, International Business or Marketing with a foreign language.

Careers

Business Studies students can go on to access a wide range of careers including Business Analyst, Stockbroker, Investment Banker, Business Advisor, Sales Manager, Risk Analyst, Business Consultant.

ENRICHMENT

The department offers many enrichment and extracurricular activities, including a trip to Mini Factory and GDST LEAD, with opportunities for mentoring from industry experts.

HEAD OF SUBJECT

Swati Rao

EXAM BOARD

Edexcel



ROYAL HIGH
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