Southend High School for Girls
Sixth FORM

Course outline

Head of department:
Mrs M McGauley

Minimum entry requirements:
Minimum grade 6
English Literature or
English Language

Business Studies

A Level Business Studies will help you to gain a holistic understanding of business in a range of contexts; develop a critical understanding of organisations and their ability to meet society's needs and wants; understand that business behaviour can be studied from a range of perspectives; generate enterprising and creative approaches to business opportunities, problems, and issues; be aware of the ethical dilemmas and responsibilities faced by organisations and individuals; and acquire a range of relevant and generic skills including problem-solving and decision making. You will challenge assumptions, use critical analysis, and apply numerical skills in a range of business contexts. The study of business introduces learners to the importance of entrepreneurial activity in creating business opportunities and sustaining business growth. You will have the opportunity to study with like-minded students and staff in a positive environment to develop a wide range of essential life-long skills required for higher education and employment. We hope to nurture a love of the subject that inspires you to push the boundaries of learning and thought in all aspects of your life.

What will you study in Year 12?

Theme 1: Marketing and People

1.1 Meeting customer needs
1.2 The market
1.3 Marketing mix and strategy
1.4 Managing people
1.5 Entrepreneurs and leaders

Theme 2: Managing Business Activities

2.1 Raising finance
2.2 Financial planning
2.3 Managing finance
2.4 Resource management
2.5 External influences

What will you study in Year 13?

Theme 3: Business Decisions and Strategy

3.1 Business objectives and strategy
3.2 Business growth
3.3 Decision-making techniques
3.4 Influences on business decisions
3.5 Assessing competitiveness
3.6 Managing change

Theme 4: Global business

4.1 Globalisation
4.2 Global markets and business expansion
4.3 Global marketing
4.4 Global industries and companies (multinational corporations)

How will you be assessed during the course?

External Assessments

Business is a linear course with the final examinations at the end of year 13.

Paper 1: Paper 1 will assess marketing, people, and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national, and global contexts.

35% – 2 hours 100 marks

Paper 2: Paper 2 will assess business finance and operations, business decisions, and strategy. Questions will be drawn from Themes 2 and 3, and from local, national, and global contexts.

35% – 2 hours 100 marks

Paper 3: Paper 3 will assess content across all four themes. Questions will be drawn from local, national, and global contexts.

30% – 2 hours 100 marks

Internal Assessments

Throughout the course you will have regular assignments both in class and for homework that will be assessed. You will be expected to complete weekly guided private study. There will also be regular formal half termly assessments that will count as your assessed grade for the termly report.

Continued over

Where could this course lead?

You will be able to use the knowledge and skills gained on this course in a range of business and management fields, and across many areas of study and professions. Studying business opens many options for you at university, and there are many courses available with permutations of business, management, administration, accounting, and finance. In recent years, the SHSG Business department has prepared students for apprenticeships with global institutions and our students have typically progressed to careers in areas such as business development, marketing, product management, recruitment, finance, and banking.

Further information

Business at Southend High School for Girls is as rewarding as it is challenging. The world of business is wonderfully complex. You will engage with the world of business through the context of current business developments and real business situations. You will learn how management, leadership, and decision-making can improve performance in marketing, operational, financial, and human resources. You will also explore the interrelated nature of business activities and how they affect businesses, be they large or small, UK or global.

Course Requirements:

You will be expected to immerse yourself in a business-like mindset and to pay attention to the world around you. For example, business is full of people searching for new ways to add value. Opportunity cost plays a crucial role in every sale a business makes – added value only starts when opportunity cost is defeated. How is it done? You will have a way of seeing the world that makes you stand out from other students. To ensure your success in Business, you must be willing to take an avid interest in Business. This includes wanting to read business books beyond the course, keeping track of business in the news and changes in business that impacts upon us all. You must want to converse in an informed way on some of the biggest challenges facing your generation. Ultimately, you will be aiming to be a well-informed, independent thinker who is equipped for whatever your future direction might be and are prepared to have a life-long relationship with the world of business.

Although not an entry requirement, this course is particularly suitable for students who have studied GCSE Business as this specification builds on the concepts and skills they have already learned, without repetition.

Super-curricular opportunities in Business

We maintain strong links with ex-students and business leaders who come in to share their knowledge and expertise with current students. We encourage students to immerse themselves in sixth form study whether undertaking business-related work-experience, attending the Gresham College lectures, leading clubs, or entering essay competitions. The LIBF Young Financial Journalist competition in the spring term each year is an example of an excellent opportunity many of our business students have taken up. You are invited to apply for a subject captaincy role within the department, and as a Business Subject Captain you have the opportunity to support with the promotion of the subject across the school and mentor younger pupils.

Exam board

Pearson Edexcel Level 3 Advanced GCE in Business (9BS0)