

# Business

(with Marketing and Finance)

THE PARK ACADEMIES TRUST  
**SIXTH FORM**  
*Don't be anonymous...  
...be remarkable*

A level Business is the study of business at local, national and international level.

This qualification will inspire you to pursue a career in the world of business. You will develop skills that will increase your knowledge, understanding and effectiveness in business. You will understand the diversity of business and the components that have an impact upon the performance of running a successful firm.

A level Business supports anyone wishing to enter the world of work or those wishing to continue studying marketing, finance or business management at degree level.



**A Level**

**56 UCAS points available**

## Student Profile

A successful student must have:

Grade 5 in GCSE Business (if studied).

Grade 5 in GCSE English and Mathematics.

Interested in the world of business and how markets function globally.

Determined, self-motivated and prepared to work hard.

Work well independently and as part of a small group.

## Course Content (Edexcel)

### AS level

Theme 1: Marketing and People. Meeting Customer Needs. Marketing Mix. Entrepreneurs and Leaders.

Theme 2: Managing Business Activities. Raising Finance. Financial Planning, Resource Management such as lean production.

### A level

Theme 3: Business Decisions and Strategy. Business Objectives, Decision Making. Influences on Business Decisions. Assessing Competitiveness.

Theme 4: Global Business. Globalisation. Global Markets and Business Expansion. Global Marketing. Multinational Corporations.

## Skills Gained

The ability to apply and adapt a wide range of skills and techniques effectively in different types of business contexts. The knowledge, skills and techniques required to demonstrate an awareness of current business strategies.

Develop critical evaluation skills, applying them in different business contexts. The ability to analyse business performance and plan for improvement.

Raises awareness of the global world of business. Supports development of written and verbal communication skills.

## Trips / Cultural Experiences

New York, Philadelphia & Washington D.C. USA (residential)

## The Future - What Next?

A level Business is recognised by all universities as a suitable and beneficial qualification for degree courses. The mathematical and literacy elements of the course provide an essential background for studying the business industry at degree level.



**Richard Jones**

BA (Hons) Accounting &  
Finance, PGCE

Assistant Principal / Professional  
Tutor / Widening Participation  
Lead

JonesR@  
tpatsixthform.org.uk



**Iwan Davies**

BA (Hons) Business,  
PGCE

Head of Year /  
Teacher of Business

DaviesI@  
lydiarparkacademy.org.uk



**The Park  
Academies  
Trust**