HOLLAND PARK SCHOOL SIXTH FORM | BUSINESS

Examination Board
Edexcel
Topics/ Texts Studied
Students will study three papers. **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. **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. Both papers are out of 100 marks and are two hours long. **Paper 3** will assess content across **all four themes**. Questions will be drawn from local, national and global contexts. For Paper 3, there will be a **pre-released context document** issued on our website in November of the previous year. A new context will be given to centres each year and will relate to the examination series for the following summer. The context will focus on a broad context, such as an industry or market in which businesses operate. The question paper will be in two sections. The first section will focus on the broad context provided. This will be outlined to centres through the pre-released document. Questions will focus on the broad context. The second section will focus on at least one strand within the context provided, such as a particular business. Each section will contain unseen stimulus materials comprising quantitative and qualitative evidence. Students are required to apply their knowledge and understanding from Themes 1, 2, 3 and 4 and their understanding of the broad context to this evidence. **Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination.**

Theme 1: Marketing and people	Theme 2: Managing business activities
Students will develop an understanding of: • Meeting customer needs • The market • Marketing mix and strategy • Managing people • Entrepreneurs and leaders	Students will develop an understanding of: • Raising finance • Financial planning • Managing finance • Resource management • External influences
Theme 3: Business decisions and strategy	Theme 4: Global business
This theme develops the concepts introduced in Theme 2. Students will develop an understanding of: • Business objectives and strategy • Business growth • Decision-making techniques • Influences on business decisions • Assessing competitiveness • Managing change	This theme develops the concepts introduced in Theme 1. Students will develop an understanding of: • Globalisation • Global markets and business expansion • Global marketing • Global industries and companies (multinational corporations)

Coursework and Practical Elements

There are **no coursework** elements and no practical elements for this course. Students will be assessed through **3 x 2 hour examinations** at the end of the course.

Recommended Pre-reading

There is a plethora of Business-related books on the market with autobiographies from self-made millionaires as the likes of Steve Jobs, Steve Barlett – Diary of a CEO to the world famous – Rich Dad Poor Dad. Here are a few more:

How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions - Rachel Bridge An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how the spotted a gap in a market, and developed a USP.

The Tipping Point: How Little Things Can Make a Big Difference - Malcolm Gladwell A very readable and fascinating book, which looks into the reasons products become market leaders.

The Google Story: David A. Vise An interesting investigation into the culture at Google, includes insights into the four day working week and soft management styles. The questions is; are these the things that made Google the world's number one search engine?

The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer - Jeffrey Liker Covers Japanese Management Techniques such as Kaizen and TQM.

Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours - Tarun Khanna An investigation into Asia's two growing economic powers.

Business Stripped Bare: Adventures of a Global Entrepreneur - Sir Richard Branson The autobiography of Britain's most famous entrepreneur.

Sun Tzu -The Art of War for Managers: 50 Strategic Rules Updated for Today's Business - Gerald A. Michaelson Applying the ancient Chinese rules of battle to modern day business.

The Intelligent Investor: Benjamin Graham The classic book on stock market investment, as recommended by Warren Buffet.

No Logo: Naomi Klein Klein investigates the negative side to marketing and globalisation.

House of Cards: How Wall Street's Gamblers Broke Capitalism - William D Cohan Explains the reason behind the continuing global financial crisis, which started in September 2008.

There are many Netflix series and movies that one can watch including; dirty money, rotten, Joy, The founder, Inside job, The big short, The pursuit of happiness, Jobs, among many others.

Where will this course take me?

Business offers students the opportunity to study different types of businesses in different industries. It looks at why they exist, how they are set up and how they are run.

Everyone works in an organisation which is a business of some sort – so studying business is useful as you develop skills that are found in most jobs.

Business Studies will give you the skills of coming up with business ideas, using maths skills to analyse data, making decisions and developing your communication skills through presentations and reports - all highly transferable skills.

Business Studies can lead into a wide range of careers such as marketing, HR, finance and law.

Studied alongside maths it can open doors into careers related to finance or running your own business.

Why should you study this course?

Business Studies A-level is a great choice for anyone interested in the world of commerce and entrepreneurship. It's a great way to prepare for university courses in the fields of business and management, and to equip yourself with the know-how to start up your own business or follow a career in finance, accounting, marketing or management post university.

Through Business Studies A-level, you'll engage with the world of business through the context of current business developments and real business situations. You'll learn how management, leadership and decision-making can improve performance in marketing, operational, financial and human resources. You'll also explore the interrelated nature of business activities and how they affect businesses, be they large or small, UK or internationally focussed and in different sectors such as service or manufacturing.

The aim is to encourage students to develop a critical understanding of different businesses, the context in which they operate, the markets they serve, and ultimately recommend actions that businesses should take to be successful. Students will be expected to immerse themselves in a business-like mindset and to pay attention to the world around them. For example, students would be expected to take note of relevant news items, which may be used as a basis for discussion and class-work.

What are the entry requirements?

Students must have a grade 6 in Maths and English.

Students are advised to choose Business if they have a true desire to learn about Business operations and have a problem-solving can-do attitude. Students who have taken GCSE Business may find that a lot of the content overlap therefore they must be prepared to revisit prior learning and be proactive in connecting their current understanding to real-life case studies.