

YEAR 12 BUSINESS



Topics

In Year 12, you will study the following topics:

Theme 1: Marketing and people

In this theme, you will be introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start-up. This theme enables you to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. You will develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.

Theme 2: Managing business activities

In this theme, you will explore the finance and operations functions, and investigate external influences on business. This theme enables you to develop an understanding of raising and managing finance, and measuring business performance. The theme outlines the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently and to a high quality. You will also consider the external influences that have an impact on businesses, including economic and legal factors.

Assessment

You will be regularly tested and expected to complete at least one essay or data response style question each week.

Two mock exams covering Theme 1 and 2 will happen in June of year 1 and you will be expected to pass these in order or progress to the final examination.

Our expectations of you

- ✓ Bring all equipment to all lessons
- ✓ Complete homework on time and to the best of your ability
- ✓ Take responsibility for following the business news and reading about the UK and world economies.

For more course information please see the exam board website:

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>