

Entry Requirements:

Holy Family Sixth Form entry requirements apply. In addition you will need passes in GCSE English Language and Mathematics.

The Learning:

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

Theme 4

Global business

Globalisation
Global markets and business expansion
Global marketing
Global industries and companies
(multinational corporations)

Theme 3

Business decisions and strategy

Business objectives and strategy
Business growth
Decision-making techniques
Influences on business decisions
Assessing competitiveness
Managing change

What direction this course might take you in:

The Business Studies A Level course helps students develop a number of skills:

- ✓ How to assemble data and assess it
- ✓ How to investigate facts and use deduction
- ✓ How to put over your point of view fluently
- ✓ How to work as a team to achieve results

Will it fit in my life?

It is designed to be taken as part of a programme of study that includes other appropriate BTEC nationals or A Levels.