

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.

Clear progression routes into higher education or employment:

such as a BA in Business, or direct entry level employment and training in marketing, sales, HR, events, finance or accounting.

Transferable skills development such as teamwork, creative problem solving and research.