

# Have you ever wondered ...

- Why Adele and Andy Murray earn more than the Prime Minister?
- Why Woolworths went bust even though it was profitable?
- Why news media put so much stress on interest rates?
- How Primark can sell clothes so cheaply?
- Why the PlayStation4 was launched with bugs in the system?
- Why are more flowers sold on a Monday?
- Why is it so complicated to work out the best mobile phone tariff?

**Study A Level Business to find out the answers.**

## A LEVEL ***BUSINESS***

A Level Business will give you an exciting insight into the dynamic world of business. It is not just a theoretical subject, it is about real life. This combination of academic challenge and practical focus makes the prospect of studying A Level Business highly appealing.

You will learn about businesses and the way they operate in today's society. You will investigate problems which real businesses are currently facing and use your initiative to develop possible solutions.

### Key features

- Simple, straightforward assessment, with no coursework
- Popular case-study approach
- Based on real businesses

## What's included

You will study a wide variety of topics including:

**enterprise**  
**marketing**  
**ethics**  
**law**

**human resources**  
**accounting and finance**  
**international trade**  
**economics**

**environmental factors**  
**production**  
**the digital age**  
**change management**

Emphasis throughout the entire course is on problem solving and decision-making. You will learn how to use a wide range of contemporary business tools and models and apply them to today's businesses.

## How you will be assessed

- 100% exam based
- 3 x 2 hour exam papers (taken at the end of course) based on case studies of three real businesses (one small/local, one medium/national and one large/international)
- A wide range of question types including multiple choice, short answer and extended writing
- Opportunity to demonstrate your quantitative, reflective and decision-making business skills to solve business problems.

## What are the benefits?

- An interesting and challenging learning experience which includes debates, lively discussion, industrial visits, guest speakers, the use of the Internet and social media
- The opportunity to put your ideas, opinions, independence of thought and initiative to practical use
- The development of transferable skills which are relevant to the world we live in – problem-solving, creative thinking, research, evaluation, communication, personal development and decision-making
- Opens up a range of possibilities in the world of work, enterprise, further and higher education
- A valuable and well respected entrance qualification for university.

## Where can A Level Business take me?

- A level Business is an excellent base for a university degree, especially degrees in business, management, human resources, accountancy, law, finance, philosophy, politics and economics, sociology and psychology. Careers with a business degree are diverse and have high earning potential.
- A range of career possibilities including banking, insurance, advertising, distribution, sales, accounting, law, education, central or local government and business consultancy. Business skills, which touch on every part of our modern society, are in high demand worldwide and are often well paid.
- Entrepreneurship and the benefits of running your own business.

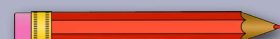
## Are you . . .

- Wanting to study for a business degree at university?
- Wanting to be a manager?
- Interested in buying shares?
- Wanting to set up your own business?
- An avid watcher of *Dragon's Den* or *The Apprentice* and think you could do better?
- An independent thinker with lots of ideas and opinions?
- A problem solver?
- Wanting to add value to your other A Levels?
- Thinking of a career in business?

**If so, A level Business is for you.**

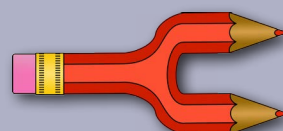
## Thought provoking questions

- How does a business calculate its profits?
- How do governments get economies out of recession?
- How do businesses encourage you to buy more than you need?
- Should all banks be nationalised?
- Are zero hours contracts acceptable?
- What impact does the Internet have on your life?
- What really motivates people?

 As sold by Sales and Marketing

 As developed by Research and Development

 As approved by Finance

 As built by Production

 As described in the user manual

 As requested by the customer