



# BUSINESS

**Qualification:** A-Level

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## Overview of subject:

Through an A-Level in Business, 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.

## Topics studied in the syllabus include:

- Understanding different business forms
- Understanding markets and customers
- Making marketing decisions: using the marketing mix
- Analysing operational performance
- Making financial decisions: improving cash flow and profits
- Managing change
- Mission, corporate objectives and strategy
- Problems with strategy and why strategies fail

## The course might be of interest to:

A-level Business 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.

## Potential future pathways:

A-level Business opens up many options for students at university, and there are many courses available with permutations of Business/Management/Administration/ Accounting and Finance. Business and Management graduates typically progress to careers in areas such as business development, marketing, recruitment and banking, although plenty of other options are available.