
BUSINESS STUDIES

Year 12

Topics studied:

Theme 1: Marketing & People. Topics included in this theme are: meeting customer needs, the market, marketing mix and strategy, managing people and entrepreneurs and leaders.

Theme 2: Managing Business Activities. Topics included in this theme are: raising finance, financial planning, managing finance, resource management and external influences.

Theme 1 is predominantly delivered in the autumn term, with Theme 2 predominantly delivered in the spring term. There should be an opportunity for revision and final examination practice in the summer term before the examinations in May/June.

Examination Board:

Year 12 students follow the Edexcel A Level Business specification.

Assessment Structure:

Paper 1 examines Theme 1: 50% of the AS qualification. Externally assessed.
Paper 2 examines Theme 2: 50% of the AS qualification. Externally assessed.
Both of these external examinations will take place May/June in Year 12.
There is no controlled assessment or coursework.

Subject specific websites to support revision and independent learning:

www.tutor2u.net

www.bbc.co.uk/news/business

www.edexcel.co.uk

Recommended subject guides:

- Marketing and People – Theme 1 for Edexcel Business AS and A Level, by Alan Hewison. ISBN 9781780140117
- Managing Business Activities – Theme 2 for Edexcel Business AS and A Level, by



Alan Hewison and Brian Ellis. ISBN 9781780140124

Additional Information:

Students will be given a Course Companion for both Theme 1 and Theme 2 during their course to aid with revision and independent study.

Students will be set homework tasks which enhance their learning of the topics being studied. They will complete one milestone assessment per teacher each half term.

