

Subject: Business (Pearson Edexcel)

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City of Norwich School Sixth Form
An Ormiston Academy – Excellence in all

This course covers the following key topics:

1. Marketing and People: Markets; marketing mix; how markets work; managing people; entrepreneurs and leaders
2. Managing business activities: raising finance; financial planning; managing finance; resource management; external influences
3. Business decisions and strategy: business objectives and strategy; business growth; decision-making techniques; influences on business decisions; assessing competitiveness; managing change.
4. Global business: globalisation; global markets and business expansion; global marketing; global industries and companies (multinational corporations).

Recommended Textbooks:

Theme 1 – Marketing and People

Theme 2 – Managing business

Theme 3 – Business decisions and strategy

Theme 4 – Global business

Hodder education.

We love teaching this course because it is so varied and relevant to real life and students' future careers. It allows students to be creative, develop numeracy and literacy skills and explore lots of business examples. We also love it because of the range of students we see. Business goes well with most other A-level subjects and we find that our students are all from a range of backgrounds and interests. We are an experienced team and it's good to see students who do our subject progress onto a range of courses, training and careers – it's what makes it all worthwhile!

Our students say:

"I was going to do business at GCSE level, but didn't in the end. I'm glad I could do it at 6th form."

"I didn't realise how varied it was. We get to learn about lots of different aspects of business and I feel like I am learning useful skills."

"I enjoyed Business at my old school and decided to carry on with it. I am glad I did."

"I like it because it fits well with my other subjects and I want to go in to business after I have finished sixth form."

If you love business, we really recommend you read:

1) The everything store: Jeff Bezos and the age of Amazon

2) Alibaba: The house that Jack Ma built

3) The Upstarts: how Uber and Airbnb changed the world



What future pathways are open to me if I study Business?

A wide range of business-related degrees including business finance, business management and international marketing.

Higher-level apprenticeships in areas such as accounting and business administration.