

## Business Studies

The A level Business course is designed to provide you with an excellent grounding in the subject which allows you to progress seamlessly to a degree level study of the subject. The business world is both dynamic and fast moving and the A level course provides you with the chance to study both the current and future business trends in the global market place.

### What will you be learning?

You will look at the world of Business from both an internal and external point of view.

You will get inside and learn how firms are internally structured and understand the role of the key functional areas such as—Marketing, HRM, Operations and Finance.

You will also gain a good knowledge and understanding of the external environment and how it impacts on the day to day activities of firms. The economy is also dynamic and fast moving and changes in the macro-economic variables such as interest rates, inflation, exchange rates and unemployment can affect firms in both positive and negative ways.

We also go global. You will learn about the importance of the European Union to the UK's balance payments and what life outside the EU might look like for all firms based in the UK. You will learn about the importance of the global economy to UK firms and why many of them are now increasingly looking towards markets in the rapidly industrialising developing world for expansion opportunities. You will understand why countries such as Brazil, India, China and Mexico may well replace the USA and The EU and become the UK's major trading partners in the second half of the 21<sup>st</sup> century which means that in the long run maybe life outside the EU might not be quite so bad?

You will learn many interesting success stories and some amazing true facts about the world around you. You will also learn about how to set up and run your own business and who knows? Some of you may go on to become future Captains of Industry!

### What are the lessons like?

The lessons vary a lot in both content and style. Sometimes you listen, sometimes you discuss. There are even some role play and simulation activities. We also use case studies a lot. We try to keep these as up to date and relevant as we can. We find that these provide an excellent learning resource and allow us to develop the key high level exam skills of analysis and evaluation.

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It is important to state that –

**YOU DO NOT NEED TO HAVE DONE GCSE BUSINESS TO DO A LEVEL BUSINESS.**

### **What can it lead to?**

A Business Degree at University is one obvious thing and the A level is an excellent grounding for this. As far as a career goes you name it and A level Business will definitely come in useful.

### **Want to know more?**

To find out more about the course and discuss your suitability please contact [J.Kirpalani@ges.org.uk](mailto:J.Kirpalani@ges.org.uk), [I.Burnett@ges.org.uk](mailto:I.Burnett@ges.org.uk) or [C.Harrison@ges.org.uk](mailto:C.Harrison@ges.org.uk)