



# BUSINESS

Much of our learning is based around the real world where conversation varies from the discovery of life on Mars with Elon Musk, through to the entrepreneurial activity of Del Boy in Peckham market. The aim is to encourage students to develop a critical understanding of different businesses, the context in which they operate, the markets they serve, and ultimately recommend actions that businesses should take to be successful. The most successful students at A level Business are the ones that immerse themselves in a business-like mind-set and to pay attention to the world around them.

Business A level enables students to:

- Understand and appreciate the nature and scope of business, and the role of business in society, internationally
- Develop critical understanding of organisations, the markets they serve and the process of adding value
- Evaluate business behaviour from the perspective of a range of stakeholders including owner/ shareholder, manager, employee, customer, supplier, lender and government
- Develop an awareness of the political, economic, social, technological, legal, environmental and ethical issues associated with business activity
- Develop quantitative, problem-solving, decision-making and communication skills



There is a GCSE Maths 6 grade requirement for A-level Business, where students are expected to understand techniques which require a significant degree of numeracy (for example investment appraisal).

The department was the first at Colfe's to join twitter (@COLFEseconomics), which keeps students up-to-date and allows them to become involved in discussions.

## The course

The Cambridge International AS & A Level syllabus content is divided into six main topic areas:

- Business and its environment
- People in organisations
- Marketing
- Operations and project management
- Finance and accounting
- Strategic management (A level only)

Students complete two AS exam papers at approximately the October half term of Year 13 and two final A2 papers at the end of Year 13. Students have the opportunity to resit both AS papers during the exam period of Year 13.

## A Level Business Cambridge International Examination Year One

### Paper 1

Business Concepts 1 1 hour 15 minutes  
 40 marks  
 Section A: four short answer questions. There are two parts to the first three questions.  
 Section B: one essay from a choice of two. There are two parts to each essay.  
 Questions are based on the AS Level subject content.  
 Externally assessed  
 40% of the AS Level  
 20% of the A Level

### Paper 2

Business Concepts 2 1 hour 30 minutes  
 60 marks  
 Two data response questions. There are six parts to each question.  
 Questions are based on the AS Level subject content.  
 Externally assessed  
 60% of the AS Level  
 30% of the A Level

## Year Two

### Paper 3

Business Decision-Making 1 hour 45 minutes  
 60 marks  
 Five questions based on a case study. There are three parts to Question 3 and two parts to Question 4.  
 Questions are based on the A Level subject content; knowledge of material from the AS Level subject content is assumed.  
 Externally assessed  
 30% of the A Level

### Paper 4

Business Strategy 1 hour 15 minutes  
 40 marks  
 Two essay questions based on a case study.  
 Questions are based on the A Level subject content; knowledge of material from the AS Level subject content is assumed.  
 Externally assessed  
 20% of the A Level

## Outside the classroom

We encourage students to take part in a variety of business 'games' including the Student Investor Challenge.

## Business A-level and beyond

Most universities offer a variety of business and management courses. After university, a business degree will enable you to work in almost any environment, whether it is as a project manager for a multinational organisation or a fundraiser for a charity.

