

# Business (Pearson Edexcel)

**“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.” - Sam Walton**

Students are introduced to Business by studying four themes: Marketing and People, Managing Business Activities, Business Decisions and Strategy and Global Business. In the first year of the course students gain an understanding of core business concepts, applying them to a wide range of contexts. The second year requires students to take a more strategic and global view of business opportunities and issues.



## Academic

The main aims and objectives of the Pearson Edexcel A Level in Business are to enable students to:

- Develop an enthusiasm for studying Business
- Develop a critical understanding of organisations and their ability to meet society's needs and wants
- Generate enterprising and creative approaches to business opportunities, problems and issues and be aware of the ethical dilemmas and responsibilities faced by organisations and individuals

## Co-Curricular

- Warner Bros Studios Film Marketing workshop
- Enterprise Elective
- London visit including the Museum of Brands and the Bank of England
- Factory tour of Mini plant, Oxford



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