

Business

Course Length: Studied over two years
 Examinat on Board: Pearson Edexcel
 Course Leader: Mr L Walker (walkerl@queenelizabeths.derbyshire.sch.uk)

Course Content	
<p>Theme 1: Marketing and people</p> <p>Students will develop an understanding of:</p> <ul style="list-style-type: none"> • meeting customer needs • the market • marketing mix and strategy • managing people • entrepreneurs and leaders <p>Theme 2: Managing business activities</p> <p>Students will develop an understanding of:</p> <ul style="list-style-type: none"> • raising fnance • fnancial planning • managing fnance • resource management • external infuences 	<p>Theme 3: Business decisions and strategy</p> <p>This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:</p> <ul style="list-style-type: none"> • business objectives and strategy • business growth • decision-making techniques • infuences on business decisions • assessing competitiveness • managing change <p>Theme 4: Global business</p> <p>This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:</p> <ul style="list-style-type: none"> • globalisation • global markets and business expansion • global marketing