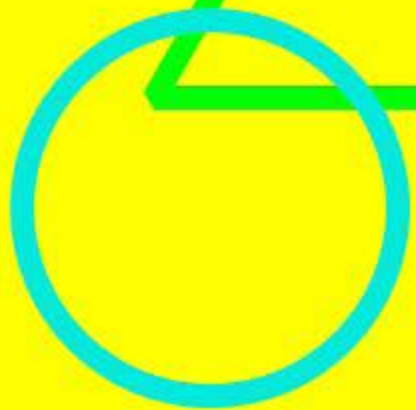




# Business and Finance

HIGHLIGHT YOUR  
FUTURE



# A Level Linear Business

## •How will you be assessed?

100% Pass  
Rate 2017,  
2018, 2019  
and 2020

### Theme 1

#### Marketing and people

Meeting customer needs  
The market  
Marketing mix and strategy  
Managing people  
Entrepreneurs and leaders

### Theme 2

#### Managing business activities

Raising finance  
Financial planning  
Managing finance  
Resource management  
External influences

### Theme 4

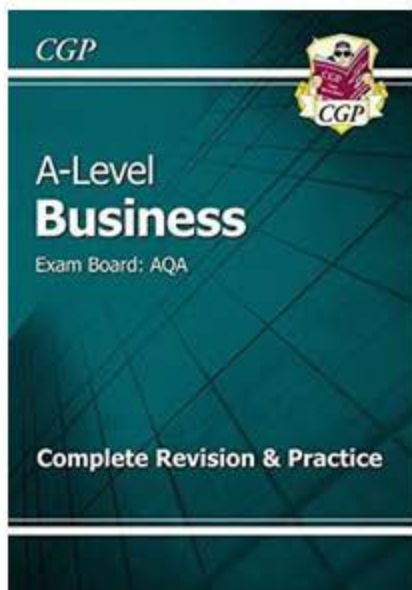
#### Global business

Globalisation  
Global markets and business expansion  
Global marketing  
Global industries and companies  
(multinational corporations)

### Theme 3

#### Business decisions and strategy

Business objectives and strategy  
Business growth  
Decision-making techniques  
Influences on business decisions  
Assessing competitiveness  
Managing change



You can purchase the A Level  
revision guide at a discounted  
rate of £9

### Paper 1

#### Marketing, people and global businesses

Questions drawn from **Theme 1** and **Theme 4**  
100 marks, 2 hours  
35% of qualification

**Section A:** one data response question, including one extended open-response question

**Section B:** one data response question, including one extended open-response question

### Paper 2

#### Business activities, decisions and strategy

Questions drawn from **Theme 2** and **Theme 3**  
100 marks, 2 hours  
35% of qualification

**Section A:** one data response question, including one extended open-response question

**Section B:** one data response question, including one extended open-response question

### Paper 3

#### Investigating business in a competitive environment

Questions drawn from **all themes**

100 marks, 2 hours  
30% of qualification

Two data response questions broken down into a number of parts, each including one extended open-response question

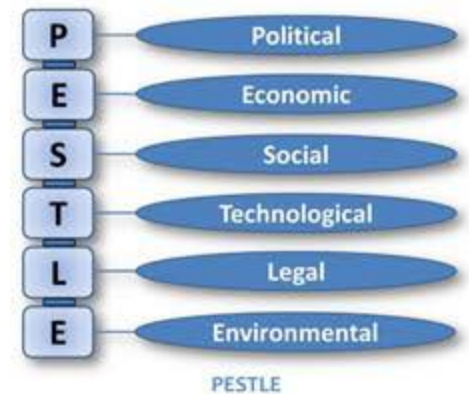
This paper has a pre-released context to enable students to investigate an industry or market in which businesses operate.



# A Level Linear Business Topics

- What is Business
- Management Decision Making
- Understanding The External Environment
- The Importance of Stakeholders
- Marketing
- Finance
- Human Resources
- Operations
- Mission, Objectives and Strategy
- Choosing a Strategic Direction

35.3% of students achieved A\*/B grades



# A-Level Economics

Economics is fundamentally the study of people and decision making

Topic area one – Individuals, firms and market failure

Microeconomics

Business decision making

Supply & Demand

Consumer behaviour

Product Markets

Government intervention

Labour markets

Poverty & inequality



Leavers have gone on to great destinations such as;

University of Cambridge – Economics

University of Manchester – International Finance and Economics

University of Exeter - Economics

Liverpool University – Accounting

University of Leeds - PPE



Topic area two – The national and international economy

Macroeconomics

Economic performance

International trade

Economic development

Economic policy

100% Pass  
Rate 2017,  
2018, 2019  
and 2020



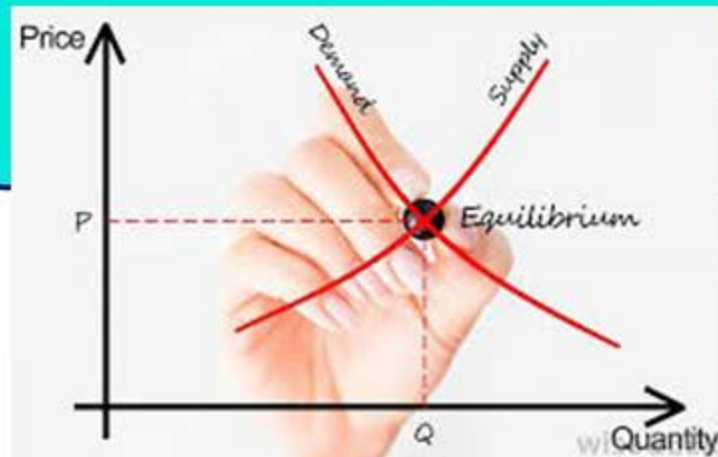
# A-Level Economics

How will you be assessed?

100% exam with 3 x 2 hour exams at the end of the 2<sup>nd</sup> year

Where can economics take you?

Accountancy  
Banking and Finance  
Insurance and Pension services  
Research  
Consultancy  
Public Sector



What is the graduate pay gap between the disciplines?

Economics	£33,000
Engineering	£28,000
Maths	£27,000
Computer Science	£27,000
Law	£26,000
Psychology	£23,000

After university our former students have gone on to work for organisations such as;  
McKinsey & Company  
Ernst & Young  
Barclays



37.5% of students achieved A\*/B grades



# BTEC Business Diploma

The Diploma is a two year, full-time course which consists of 720 GLH. It is equivalent in size to two A Levels. Within the course there are 8 units of which 6 are mandatory and 4 are external.

## Assignments

students to carry out set tasks and create evidence to work-related scenarios. Assignments can include research, projects, investigations, fieldwork, and experiments, and often link theory with practical exercises.

## Written exams

all learners take the same assessment at the same time, normally with a written outcome.

## Tasks

learners take the assessment during a defined window and demonstrate understanding through completion of a vocational task.

## 7 MANDATORY UNITS

### Mandatory Units –

Learners complete and achieve all units

1. Exploring Business (90 GLH) ★
2. Developing a Marketing Campaign (90 GLH) ★
3. Personal and Business Finance (120 GLH) ★
4. Managing an Event (90 GLH) ★
5. International Business (90 GLH) ★
6. Principles of Management (120 GLH) ★
7. Business Decision Making (120 GLH) ★ [S]

Learners complete  
**6 Optional Units**

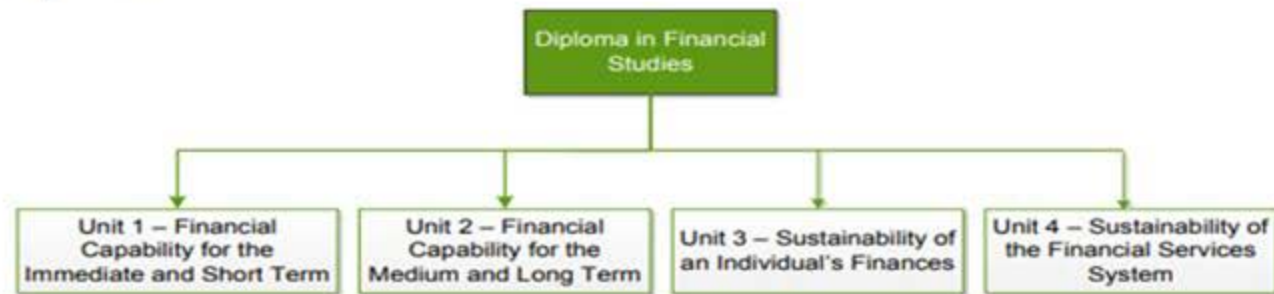


# LIBF L3 Diploma in Financial Services

Equivalent to an AS after one year, full A level after 2 years

Each unit is examined twice, one multi choice and one written element.

Topics include earnings, financial providers, features of money, payment methods, savings, borrowing and budgeting.



**The London Institute  
of Banking & Finance**