

A level Business

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 3: Business Decisions and Strategy

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

Theme 4: Global Business

- globalisation
- global markets and business
- expansion
- global marketing
- global industries and companies (multinational corporations).