

BUSINESS

- ▶ **Entry requirements:**
- ▶ Five grade 5s and above including grade 5 in Maths and English. **The prospectus explains the course content.**

Why study Business?

- ▶ This subject develops transferable skills in analysis, evaluation and problem solving. It also helps gain an awareness of the wider world and current affairs. : It will help you to :
 - ▶ identify problems and provide solutions for them in a business context
 - ▶ create and interpret financial documents
 - ▶ Write business reports

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WHAT WILL I STUDY?

Marketing and People : meeting customer needs in the market; marketing mix: managing people; entrepreneurs and leaders

Managing business activities : raising finance: financial planning; managing finance; resource management; external influences

Business decisions and strategy: objectives and strategy: business growth; decision – making techniques; influence on business decisions; assessing competitiveness; managing change

Global business: globalisation: global markets and business expansion: global marketing: global industries and companies

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