



# PARK HALL ACADEMY

## INDEPENDENT LEARNING

*Supporting development*

**AUTUMN TERM**

Subject (GCSE/BTEC & subject & KS)

A Level Business Studies

### Unit title and main topics/themes

#### Year 12

##### Unit 1

- Characteristics of successful entrepreneurs
- Identifying a business opportunity
- Evaluating a business opportunity
- Economic considerations
- Financing the new business idea
- Measuring the potential success of a business idea
- Putting a business idea into practice

#### Year 13

##### Unit 3 International Business

- Why does a business seek international markets?
- Key players in the world economy
- How does a company decide which countries to target?
- Other considerations before trading internationally
- Globalisation
- Are multinationals a force for good or should they be controlled?

### Basic/general description of homework set

Research

Exam questions

### Course details – exam board, website, other useful resources, dates/months of exams

Edexcel A Level in Business Studies

Unit 1 exam January 2012

Unit 2 exam January 2012