



BUSINESS STUDIES A LEVEL *(AN INTRODUCTION)*

Mr Saddiq

The Qualification at a glance...

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The Pearson Edexcel Level 3 Advanced GCE in Business is structured into four themes and consists of three externally examined papers.

Students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work. Breadth and depth of knowledge and business information, with applications to a wider range of contexts and more complex a more strategic view of business opportunities and issues.

Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.

The Themes... 4 themes to study but only 3 exams to sit.

Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

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

Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

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

Paper 1: Marketing, people and global businesses

*Paper code: 9BS0/01

- Externally assessed
- Availability: May/June
- First assessment: 2017

35% of the total qualification

Overview of content

Paper 1 will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national and global contexts.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

Paper 2: Business activities, decisions and strategy

*Paper code: 9BS0/02

- Externally assessed
- Availability: May/June
- First assessment: 2017

35% of the total qualification

Overview of content

Paper 2 will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

Paper 3: Investigating business in a competitive environment

*Paper code: 9BS0/03

- Externally assessed
- Availability: May/June
- First assessment: 2017

30% of the total qualification

Overview of content

Paper 3 will assess content across all four themes. Questions will be drawn from local, national and global contexts.

For Paper 3, there will be a pre-released context document issued on our website in November of the previous year. A new context will be given to centres each year and will relate to the examination series for the following summer.

The context will focus on a broad context, such as an industry or market in which businesses operate. The question paper will be in two sections.

The first section will focus on the broad context provided. This will be outlined to centres through the pre-released document. Questions will focus on the broad context.

The second section will focus on at least one strand within the context provided, such as a particular business.

Each section will contain unseen stimulus materials comprising quantitative and qualitative evidence. Students are required to apply their knowledge and understanding from Themes 1, 2, 3 and 4 and their understanding of the broad context to this evidence.

Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

Assessment objectives and weighting...

Students must:		% in GCE
AO1	Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues	20-22
AO2	Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues	22-24
AO3	Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences	28-30
AO4	Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues	26-28
Total		100%

Assessment objectives and weighting...

Breakdown of Assessment Objectives

Paper	Assessment Objectives				Total for all assessment objectives
	A01	A02	A03	A04	
Paper 1: Marketing, people and global businesses	6 – 8	7 – 9	9 – 11	8 – 10	35%
Paper 2: Business activities, decisions and strategy	6 – 8	7 – 9	9 – 11	8 – 10	35%
Paper 3: Investigating business in a competitive environment	5 – 7	5 – 7	9 – 11	9 – 11	30%
Total for this qualification	20 – 22%	22 – 24%	28 – 30%	26 – 28%	100%

Your Task... **'The Market and meeting customer needs'**

- A PowerPoint will be shared with you, entitled 'The Market', this is from Theme 1 and is section 1.1 from the course and is about 'meeting customer needs'.
- You will need to read through the PowerPoint
- You will then identify a product of your choice (something that has been successful) and produce a brief profile on (one page A4, nicely presented with images and data as applicable):
 - The product and what it is (brief overview)
 - The market it operates in (e.g. Tesla operates in the car market, which is very competitive and was very hard to break into due to the established operators)
 - The market share it holds (you will have to dig for this data, try and find data which is up to date)
 - What is its USP? (unique selling point), provide details about why it is successful i.e. does it have a competitive advantage? What makes it superior?