



**Version 2**  
**This version confirms that there will be  
no further January assessments.**

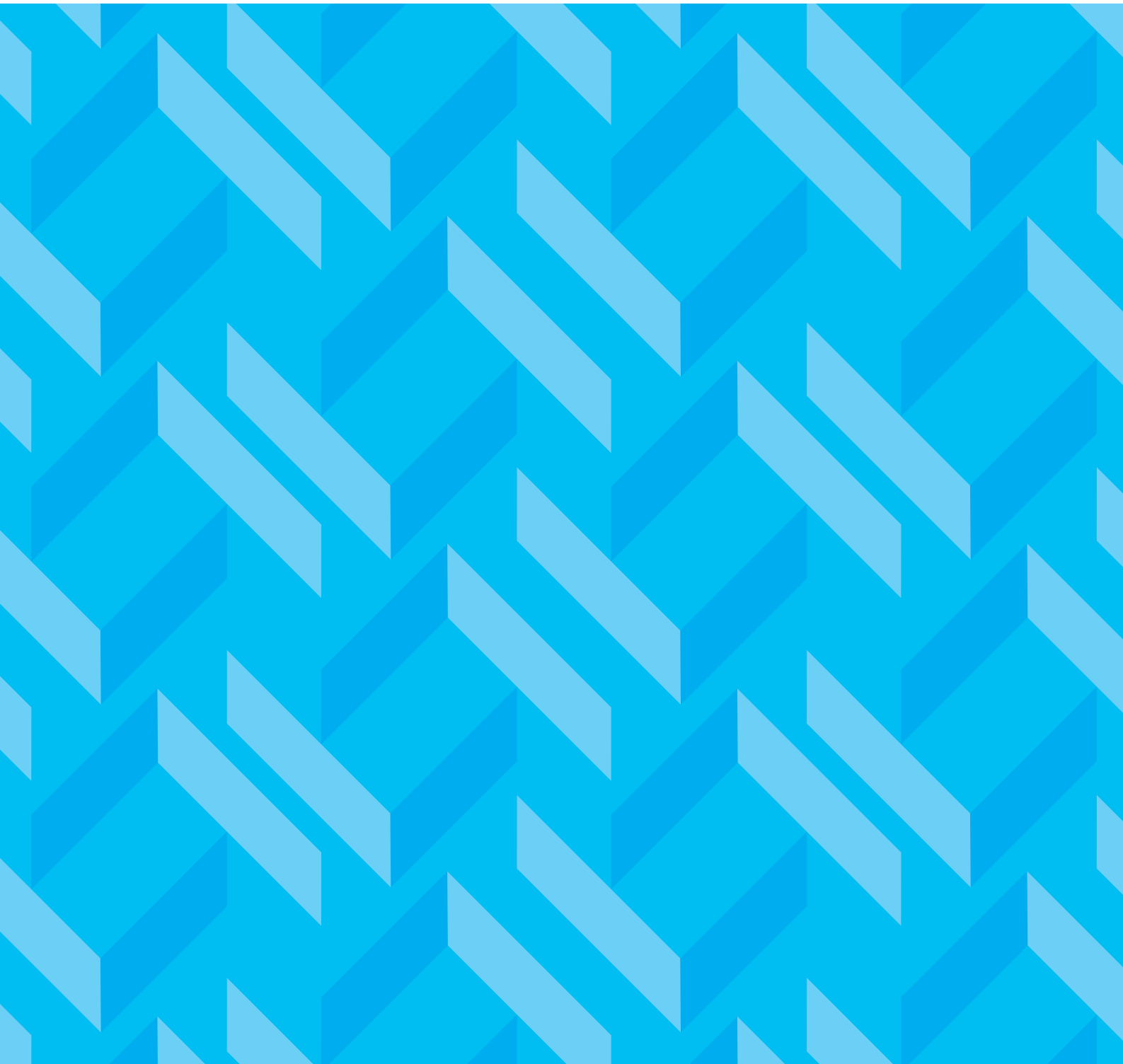
**GCE**

**Examinations from 2009**

First AS Award: Summer 2009

First A Level Award: Summer 2010

**Business Studies**



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## **WJEC AS GCE in Business Studies WJEC A Level GCE in Business Studies**

**First AS Award - Summer 2009  
First A level Award - Summer 2010**



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## GCE Business Studies

<b>Subject/Option Entry Codes</b>	
<i>Advanced Subsidiary (AS) "Cash in" entry</i>	2081
<i>A Level (AL)"Cash in" entry</i>	3081
BS1 : The Business Framework	1081
BS2 : Business Functions	1082
BS3 : Business Decision-Making	1083
BS4 : Business Strategy and Practice	1084

***When making entries, the following option codes should be entered after the four digit unit or cash-in code to indicate English medium or Welsh medium entries:***

***English medium 01***  
***Welsh medium W1***

<b>Availability of Assessment Units</b>			
Unit	January 2009	June 2009	June 2010 & each subsequent year
BS1	✓	✓	✓
BS2		✓	✓
BS3			✓
BS4			✓

### Qualification Accreditation Numbers

**Advanced Subsidiary: 500/2760/8**  
**Advanced: 500/2476/0**

## SUMMARY OF ASSESSMENT

This specification is divided into a total of 4 units, 2 AS units and 2 A2 units. Weightings noted below (in brackets) are expressed in terms of the full A level qualification.

All four units are external assessment units.

### AS (2 Units)

<b>BS1</b>	40% (20%) 1 hr 15 mins Written Paper
<b>The Business Framework</b>	
Short-answer questions, all compulsory.	
Paper raw mark total: 50	
Paper UMS total: 80	
<b>BS2</b>	60% (30%) 1 hr 45 mins Written Paper
<b>Business Functions</b>	
Data response plus short-answer questions, all compulsory.	
Paper raw mark total: 70	
Paper UMS total: 120	

### A Level (the above plus a further 2 Units)

<b>BS3</b>	(25%) 2 hr Written Paper
<b>Business Decision-Making</b>	
Compulsory questions based on a case study.	
Paper raw mark total: 60	
Paper UMS total: 100	
<b>BS4</b>	(25%) 2 hr Written Paper
<b>Business Strategy and Practice</b>	
Section A – compulsory short-answer questions and problem-solving questions. (40 marks)	
Section B - one synoptic essay from a choice of 3. (20 marks)	
Paper raw mark total: 60	
Paper UMS total: 100	



# BUSINESS STUDIES

## 1

### INTRODUCTION

#### 1.1 Criteria for AS and A level GCE

This specification has been designed to meet the general criteria for GCE Advanced Subsidiary (AS) and A level (A) and the subject criteria for AS/A Business Studies, as issued by the regulators [July 2006]. The qualifications will comply with the grading, awarding and certification requirements of the Code of Practice for 'general' qualifications (including GCE).

The AS qualification will be reported on a five-grade scale of A, B, C, D, E. The A level qualification will be reported on a six-grade scale of A\*, A, B, C, D, E. The award of A\* at A level will provide recognition of the additional demands presented by the A2 units in term of 'stretch and challenge' and 'synoptic' requirements. Candidates who fail to reach the minimum standard for grade E are recorded as U (unclassified) and do not receive a certificate. The level of demand of the AS examination is that expected of candidates half way through a full A level course.

The AS assessment units will have equal weighting with the second half of the qualification (A2) when these are aggregated to produce the A level award. AS consists of two assessment units, referred to in this specification as BS1. The Business Framework and BS2 Business Functions. A2 also consists of two units and these are referred to as BS3 Business Decision-Making and BS4 Business Strategy and Practice.

Assessment units may be retaken prior to certification for the AS or A level qualifications, in which case the better result will be used for the qualification award. Individual assessment unit results, prior to certification for a qualification, have a shelf-life limited only by the shelf-life of the specification.

The specification and assessment materials are available in English and in Welsh.

#### 1.2 Prior learning

This specification is equally accessible to all, irrespective of age, gender and ethnic or religious background. The specification is not age-specific and provides opportunities for life-long learning.

This specification builds on the knowledge understanding and skills established in GCSE Business Studies and GCSE in Applied Business, but it is not a requirement that candidates should have previously gained a qualification in these subjects.

### 1.3 Progression

The four-part structure of this specification (2 units for AS and an additional 2 for the full A level) allows for both staged and end-of-course assessment and thus allows candidates to defer decisions about progression from AS to the full A level qualification.

This specification provides a suitable foundation for the study of Business Studies or a related area through a range of higher education courses (e.g. degree courses in Business and Economics, Business Administration and Business Management); progression to the next level of vocational qualifications (e.g. the BTEC Higher National); or direct entry into employment. In addition, the specification provides a coherent, satisfying and worthwhile course of study for candidates who do not progress to further study in this subject.

### 1.4 Rationale

This specification enables candidates to exhibit essential skills developed through Business Studies, i.e. their ability to analyse, apply and reason in different situations, using appropriate techniques, language and vocabulary. The specification draws together different elements of the subject and contributes to the provision of Business at a national level.

There is an emphasis on the need for study to be rooted in the current structure of business in an uncertain and dynamic and local, regional, national and international environment.

Candidates will have the opportunity to:

- develop an understanding of business concepts and theories through critical consideration of current business issues, problems and institutions that affect everyday life;
- apply business concepts and theories, using a range of contexts, and to appreciate their value and limitations in explaining real world phenomena;
- appreciate the importance and complexity of contemporary business issues in the local, national and global economy.

The broad objectives, therefore, are to provide candidates with the knowledge and skills which will stimulate an interest in the subject and to facilitate a critical appreciation of issues arising in the subject.

## 1.5 The Wider Curriculum

Business Studies is a subject that by its nature requires candidates to consider spiritual, moral, ethical, social, cultural and contemporary issues. The specification provides a framework for exploration of such issues and includes specific content through which individual courses may address these issues.

Within the framework there is recognition that business objectives may be influenced or determined by spiritual, moral, ethical, social and cultural considerations and responsibilities.

Business Studies requires candidates to examine the decision-making process from the perspective of numerous stakeholders and they will need to be aware that decision-making and the resolution of business problems are informed by a range of spiritual, moral, ethical, social and cultural issues.

In this specification opportunities exist to explore these issues in:

- BS1 Business Objectives and Business Location.  
The role of local and national governments.
- BS2 International Marketing.  
Human Resource Planning.  
Quality.
- BS3 External Influences – macro-economic factors, the international context and political, social, legal, ethical and environmental issues.
- BS4 Employer/Employee Relations.

This specification, as already indicated above, provides opportunities for consideration of spiritual, moral, ethical, social and cultural issues. In addition, there are opportunities to consider legislative and contemporary economic issues, and the specification promotes an understanding of sustainable development, economic aspects of environmental issues and European development.

The specification provides many opportunities for consideration of the above issues in:

- BS1 Producing Goods and Services
- BS2 Marketing
- BS3 Business Objectives and Strategy - Growth  
Causes of Change - Causes and effects of change – new technology, market changes and legislation.  
External Influences - Macro-economic factors, the international context (the European Union) and political, social, legal, ethical and environmental issues.



## 1.6 Prohibited combinations and overlap

Every specification is assigned a national classification code indicating the subject area to which it belongs. Centres should be aware that candidates who enter for more than one GCE qualification with the same classification code will only have one grade (the highest) counted for the purpose of the School and College Performance Tables. The classification code for this specification is 3210.

There are no prohibited combinations. This specification, however, has some overlap with Economics. The following areas of subject content are common to both Business Studies and Economics: the basic economic problem – scarcity, choice and opportunity cost, determination of demand and supply, equilibrium price, price and income elasticity, the treatment of imperfect competition and micro/macro-economic influences on business and economic activity.

## 1.7 Equality and Fair Assessment

AS/A levels often require assessment of a broad range of competences. This is because they are general qualifications and, as such, prepare candidates for a wide range of occupations and higher level courses.

The revised AS/A level qualification and subject criteria were reviewed to identify whether any of the competences required by the subject presented a potential barrier to any disabled candidates. If this was the case, the situation was reviewed again to ensure that such competences were included only where essential to the subject. The findings of this process were discussed with disability groups and with disabled people.

Reasonable adjustments are made for disabled candidates in order to enable them to access the assessments. For this reason, very few candidates will have a complete barrier to any part of the assessment. Information on reasonable adjustments is found in the Joint Council for Qualifications document *Regulations and Guidance Relating to Candidates who are eligible for Adjustments in Examinations*. This document is available on the JCQ website ([www.jcq.org.uk](http://www.jcq.org.uk)).

Candidates who are still unable to access a significant part of the assessment, even after exploring all possibilities through reasonable adjustments, may still be able to receive an award. They would be given a grade on the parts of the assessment they have taken and there would be an indication on their certificate that not all of the competences have been addressed. This will be kept under review and may be amended in future.

## 2

### AIMS

The aims set out below describe the educational purposes of following a course in Business Studies and are also consistent with the requirements of the Subject Criteria for GCE Business Studies. The aims are not listed in order of priority and they apply to both the AS and A level specifications.

AS and A level specifications in Business Studies should enable students to:

- develop an enthusiasm for studying business;
- gain a holistic understanding of business;
- develop a critical understanding of organisations and their ability to meet society's needs and wants;
- understand that business behaviour can be studied from a range of perspectives;
- generate enterprising and creative solutions to business problems and issues;
- be aware of the ethical dilemmas and responsibilities faced by organisations and individuals;
- acquire a range of relevant business and generic skills, including decision-making, problem solving, the challenging of assumptions and the quantification and management of information.

**3****ASSESSMENT OBJECTIVES**

Candidates must meet the following assessment objectives in the context of the content detailed in Section 4 of the specification:

- AO1: demonstrate knowledge and understanding of the specified content;
- AO2: apply knowledge and understanding to problems and issues arising from both familiar and unfamiliar situations;
- AO3: analyse problems, issues and situations;
- AO4: evaluate, distinguish between and assess appropriateness of fact and opinion, and judge information from a variety of sources.

**Weightings**

Assessment objective weightings are shown below as a % of the full A level, with AS weightings in brackets.

Unit	Weighting %	AO1 %	AO2 %	AO3 %	AO4 %
BS1	20 (40)	6 (12)	6 (12)	4 (8)	4 (8)
BS2	30 (60)	9 (18)	9 (18)	6 (12)	6 (12)
BS3	25	5	5	7.5	7.5
BS4	25	5	5	7.5	7.5
<b>Total</b>	<b>100</b>	<b>25</b>	<b>25</b>	<b>25</b>	<b>25</b>

# 4

## SPECIFICATION CONTENT

### Introduction

The specification focuses on different types of organisations in various business sectors and environments and recognises that they face varying degrees of competition. These organisations include those that are: large and small; local, regional, national and multi-national, and operate for-profit and not-for-profit. Candidates will be expected to be familiar with current issues in business and should investigate problems which are of current interest and importance in the domestic and international context of the UK economy. They should be able to make justifiable decisions and offer solutions to such problems using both quantitative and qualitative methods, taking into account opportunity cost.

Candidates should be aware of the threats, constraints and opportunities arising from membership of the European Union and the global economy, and the need for businesses to adopt a moral/ethical stance in their decision-making and a responsible attitude towards the physical environment.

The knowledge and understanding is set out in a three-column format. The topic to be studied is in the first column, with amplification in the second column together with a commentary, where appropriate, in the third column. There is no hierarchy implied by the order in which the essential knowledge and understanding is presented, nor should the length of the various sections be taken to imply any view of their relative importance.

### AS

#### UNIT BS1 – The Business Framework

The aim of this first unit is to give all candidates an introduction to Business Studies. It is recognised that not all of them will have studied the subject at GCSE and this unit will provide the necessary core subject knowledge, understanding and skills that will enable them to progress with confidence to Unit 2.

AREA OF STUDY	AMPLIFICATION	NOTES FOR GUIDANCE
What is business?	In this specification a business is defined as any organisation that works to fulfil a common purpose	An introduction to the aims and objectives of private and public enterprises.
	Fulfilling Individual Needs and Wants	Distinguish between needs and wants. Scarcity, choice and opportunity cost.  Distinguish between goods and services. Providing goods and services locally, nationally and internationally - the notion of the global economy.

AREA OF STUDY	AMPLIFICATION	NOTES FOR GUIDANCE
Marketing	Identifying and Anticipating Customer Needs and Wants	<p>What is marketing?</p> <p>Product orientation, market orientation and asset-led marketing.</p> <p>What is market research?</p> <p>The nature, purpose and importance/benefits of market research.</p> <p>Desk and field research. (primary/secondary).</p> <p>Distinguish between quantitative and qualitative research. Strengths and weaknesses of each.</p>
	Market Segmentation	<p>The methods of market segmentation.</p> <p>The reasons for market segmentation.</p>
	Market Share and Market Growth	<p>Measurement and importance of market share and market growth.</p> <p>Mass versus niche marketing.</p>

<b>AREA OF STUDY</b>	<b>AMPLIFICATION</b>	<b>NOTES FOR GUIDANCE</b>
Producing Goods and Services	Factor Inputs	Functions of the entrepreneur - innovation/organisation and risk taking.  Human resources: the rise and decline of employment sectors, changing working patterns.
	Physical Resources	Land, raw materials, equipment, machinery, and vehicles.
	Financial Resources	Features of various sources of internal and external funds available to business and their appropriateness for different circumstances.
	Methods of Production	Job and batch. Flow/continuous production.
	Scale of Production	The survival of small firms.  Organic and external growth.  Franchising.  Horizontal and vertical integration.  Internal and external economies of scale and internal and external diseconomies of scale.
	Location	Factors affecting business decisions about location – local, national and global  Optimisation of location.

<b>AREA OF STUDY</b>	<b>AMPLIFICATION</b>	<b>NOTES FOR GUIDANCE</b>
Types of Business Organisation	The Private Sector	<p>Aims and objectives such as survival, profit maximisation and market share.</p> <p>Ownership and control of the following: sole traders, partnerships, private and public limited companies and social enterprises, e.g. workers' co-operatives.</p> <p>The purpose and main elements of a business plan.</p>
	The Public Sector	<p>Aims and objectives.</p> <p>The role of local and national government in providing public goods and merit goods.</p>
External Influences	Micro-economic Factors: the Market; Competition	<p>Factors affecting demand and supply.</p> <p>Establishing equilibrium.</p> <p>Changes in the conditions of demand and supply and their impact on equilibrium.</p> <p>Features of businesses operating in different market structures: monopoly, monopolistic competition, and oligopoly.</p>
	Technological Change	The impact on businesses and their customers of rapid technological change.
	Exogenous Shocks	The impact of unforeseen events on business operations.
	Change	The impact of change on stakeholder interests.

## UNIT BS2 – Business Functions

The aim of the second unit is to build on the knowledge, understanding and skills gained in Unit 1. Some topic areas are re-visited so that more complex concepts can be explored, e.g. extension strategies and the product life cycle. In addition, there are new and challenging areas of study, including the section on accounting and finance.

AREA OF STUDY	AMPLIFICATION	NOTES FOR GUIDANCE
Marketing	The Product Life Cycle	Definition and different product life cycles.
		Extension strategies.
		Uses of the product life cycle and its limitations.
		Relationship with cash flow.
	Boston Matrix	Nature, importance and limitations.
	The Marketing Mix	Development of strategies relating to price, product, promotion, place and packaging.
		The impact of the Internet.
	Branding	The nature and importance of branding.
Industrial Marketing	Methods of business-to-business sales and marketing.	
	Comparison with consumer marketing.	
International Marketing	The opportunities and difficulties that face businesses operating in the global market place.	



AREA OF STUDY	AMPLIFICATION	NOTES FOR GUIDANCE
Accounting and Finance	Budgeting	The nature and purpose of budgets and their limitations.
	Cash Flow Forecasting	Completion and interpretation of simple cash flow forecasts.  The benefits and limitations of using cash flow forecasts.
	Profit and Loss Accounts and Balance Sheets	The importance of the main items on a profit and loss account and balance sheet of sole traders and partnerships.  Interpretation of simple profit and loss accounts and balance sheets.  (Candidates are not expected to construct accounts or use ratio analysis.)  The function and purpose of accounts in relation to internal and external stakeholders.
	Break-even Analysis	Classification of costs: fixed, variable and semi-variable.  Construction and interpretation of break-even charts.  <i>What-if</i> analysis.  The nature and significance of contribution.  The impact of changes in costs and revenue on the gross and net profit of businesses.

<b>AREA OF STUDY</b>	<b>AMPLIFICATION</b>	<b>NOTES FOR GUIDANCE</b>
People in Organisations	Human Resource Planning	Workforce planning  Recruitment, selection, training and appraisal.
	Motivation	Financial and non-financial incentives.  Motivational theories and their significance for business including: Taylor, Maslow, Mayo, Herzberg, McGregor.
	Leadership and Management Styles	Different types of leadership/management style and their appropriateness for different business situations.  These should include: autocratic, democratic, bureaucratic and laissez faire.
	Organisational and Management Structures	The different forms of organisational and management structures, e.g. entrepreneurial, hierarchical, matrix, and independent.  Interrelationship between functional departments. Span of control/chain of command. Layering and delayering.
Operations Management	Productivity	Production and adding value. The concept of productivity. Methods of improving productivity. Capacity utilisation. Just-in-time and stock control, including diagrams. Lean production (kaizen).
	Purchasing	The role and importance of the purchasing department.
	Quality	Meaning of quality. Quality control and quality assurance. Benchmarking; TQM.
	Technology	The impact of invention and innovation on production processes, e.g. CAD, CAM and robotics.
	Research and Development	Role and importance of new product design in business success.

## Advanced Level

### UNIT BS3 – Business Decision-Making

The aim of this unit is to provide an overview of business strategy. Business organisations need to assess their own strengths and weaknesses and consider how they can best respond to the threats and opportunities posed by changes in the external environment.

Candidates will be expected to recognise the impact on various business stakeholders of a changing external environment. For instance, is the dominance of supermarket chains ultimately of benefit to society? What are the short-term and long-term consequences of the rapid industrial economic growth of countries such as China?

AREA OF STUDY	AMPLIFICATION	NOTES FOR GUIDANCE
Business Objectives and Strategy	Differing Stakeholder and Organisational Objectives	Mission statements; the aims and objectives of different types of business, including for-profit and not-for-profit organisations.  'SMART' objectives.  How differing stakeholder and organisational objectives can coincide or conflict.  Corporate cultures and their implications for an organisation and its various stakeholders.
	Risk and Uncertainty	Risk-taking in business – the inevitability of risk, quantifiable and unquantifiable risks, the management of risk.
	Strategy and Tactics	Strategic, tactical and operational decisions. The decision-making process.  Constraints on decision-making.  'SWOT' analysis.  Porter's Five Forces Framework.
	Growth	Growth – reasons for growth and problems associated with growth.  Reasons for mergers/takeovers.  Types of merger with reference to UK industries/markets. Hostile and friendly takeovers. Private equity buy-outs. Management buy-outs (MBOs), Management buy-ins (MBIs) and de-mergers.

<b>AREA OF STUDY</b>	<b>AMPLIFICATION</b>	<b>NOTES FOR GUIDANCE</b>
Change	Causes and Effects of Change	<p>Causes of change, e.g. new technology; market changes; consumer tastes; legislation; changes in the workforce.</p> <p>Effects of change, e.g. shorter product life-cycles; skills mismatch; obsolescent equipment.</p> <p>Management responses, e.g. increased expenditure on research and development, training and capital investment.</p> <p>Problems associated with change, e.g. worker resistance, lack of finance and management expertise.</p>
External Influences	Macro-Economic Factors	<p>The impact on business of movements in interest rates and exchange rates.</p> <p>The relationship between interest rates and exchange rates and their impact on imports and exports and UK businesses.</p> <p>The impact of inflation on businesses.</p> <p>The impact of taxation and government spending on businesses.</p> <p>The impact of the business cycle on business activity.</p>
	The International Context	<p>The European Union – enlargement, opportunities for and threats to UK businesses.</p> <p>The Single European Currency – the benefits and drawbacks to UK businesses of not being part of the eurozone.</p> <p>The importance of global markets. The rise of global brands.</p> <p>Strategies for businesses operating in the global market place.</p> <p>The social costs and benefits of globalisation and the activities of multinational companies.</p>

<b>AREA OF STUDY</b>	<b>AMPLIFICATION</b>	<b>NOTES FOR GUIDANCE</b>
	Political, Social, Legal, Ethical and Environmental Issues	<p>Political factors - domestic and international political issues, e.g. military conflict, global warming and their effect on businesses. The impact of Government policies on businesses, e.g. carbon rationing, privatisation.</p> <p>Social factors – demographic change, e.g. ageing population; trends in consumer behaviour – changing tastes.</p> <p>Legal factors – an outline of the impact of legislation relating to: competition policy, consumer protection, planning control, employment rights, health and safety. (Candidates are not required to know the detail of particular pieces of legislation.)</p> <p>Ethical factors - corporate social responsibility to employees, customers and other stakeholders. The potential conflict between ethical responsibility and profit.</p> <p>Environmental factors: sustainability and the environment. The potential conflict between environmental responsibility and profit.</p> <p>The impact of pressure groups.</p>

AREA OF STUDY	AMPLIFICATION	NOTES FOR GUIDANCE
Business Analysis	Measures of Performance: Financial.	Profit and loss accounts and balance sheets of limited companies.
	Measures of Performance: Non-Financial	<p>Profitability ratios: net profit margin, gross profit margin, return on capital employed. The calculation, interpretation and importance of these ratios.</p> <p>Liquidity ratios – current and acid-test ratios. The calculation, interpretation and importance of these ratios.</p> <p>The distinction between profitability and liquidity and their relative importance.</p> <p>Gearing ratio – calculation, interpretation and importance.</p> <p>Limitations of ratio analysis and the importance of inter-business and historical comparisons.</p> <p>Window dressing – the ability of firms to make decisions which affect their apparent performance in their published accounts.</p> <p>Market share, sales targets, productivity, environmental impact, quality, customer satisfaction.</p>

## UNIT BS4 – Business Strategy and Practice

The aim of this unit is to focus on how business objectives are to be achieved once they have been decided. This unit focuses on the methods that businesses can use in order to meet their objectives. It breaks these methods down into functional areas: marketing, finance, human resources and operations management (including purchasing and stock control).

AREA OF STUDY	AMPLIFICATION	NOTES FOR GUIDANCE
Business Objectives and Strategy	Risk and Uncertainty	Contingency planning and crisis management – the reasons for, the methods and the costs involved.
	Data Analysis	Presenting, interpreting and analysing data, e.g. pie charts, histograms, index numbers.
Business Analysis: Marketing	Sales Forecasting	<p>Nature and purpose of forecasting.</p> <p>Sales forecasting: quantitative – time series analysis (extrapolation and correlation - including moving averages, seasonal and cyclical variation).</p> <p>Using and interpreting market research data, test marketing.</p>
	Market Analysis	<p>Sales forecasting: qualitative – Delphi technique, brainstorming, intuition.</p> <p>Advantages and limitations of quantitative and qualitative forecasting.</p> <p>Asset-led and market-led marketing strategies – their strengths and weaknesses.</p> <p>Developing and integrating a marketing plan. The marketing budget.</p> <p>Price and income elasticity – the factors that determine them, calculating and using elasticity, their implications for revenue and profit.</p> <p>The Ansoff Matrix – marketing strategies with differing degrees of risk.</p>

AREA OF STUDY	AMPLIFICATION	NOTES FOR GUIDANCE
Business Analysis: Finance and Accounting	Budgetary Control	Variance. Preparing master budgets from departmental budgets. Reviewing performance against budgets. Budgets as an aid to decision-making.
	Costing Methods	Absorption and contribution costing. Standard costing. Special orders.
	Cost and Profit Centres	The nature and purpose of cost and profit centres.
	Investment Appraisal	Payback, average rate of return (ARR) and discounted cash flow (DCF), net present value (NPV). Quantitative and qualitative factors affecting decision-making.
	Depreciation	Depreciation: its relevance and calculation (straight-line method only).
Business Analysis: People in Organisations	Employer/employee Relations.	Changing working practices and the role of trade unions. Industrial action. Methods of resolving disputes and the role of ACAS.
	Measures of Performance: Non-Financial	Employee participation – methods of increasing participation.  Control versus empowerment.  Shortages and surpluses of labour – impact on remuneration. The minimum wage.  Effective communication in the workplace.  Importance and methods of measuring the effectiveness of human resource policies, e.g. labour turnover, absenteeism rates.
	Decision-Making	Decision trees – purpose, construction, interpretation, benefits and limitations.  Critical path analysis (CPA) – purpose, construction of networks, interpretation, benefits and limitations.  Cost benefit analysis (CBA) – the concept of private and public costs and benefits. Strengths and weaknesses of CBA in practice.  Waste management – methods, costs, benefits, problems and ethical issues.  Out-sourcing: nature, benefits and problems.



## 5 SCHEME OF ASSESSMENT

AS and A level qualifications are available to candidates following this specification.

### AS

The AS is the first half of an A level course. It will contribute 50% of the total A level marks. Candidates must complete the following two units in order to gain an AS qualification.

		Weighting within AS	Weighting within A level
BS1	The Business Framework	40%	20%
BS2	Business Functions	60%	30%

### BS1: Written Paper (1 hour 15 minutes)

Short-answer questions, all compulsory, to assess the subject content of BS1.

### BS2: Written Paper (1 hour 45 minutes)

Data response and short-answer questions, all compulsory, to assess the subject content of BS2.

### Advanced Level

The A level specification consists of two parts: Part 1 (AS) and Part 2 (A2).

Part 1 (AS) may be taken separately and added to A2 at a further examination sitting to achieve an A level qualification, or alternatively, both the AS and A2 may be taken at the same sitting.

For Part 2 (A2) candidates must complete the AS units outlined above plus a further two units to gain an A level qualification. The A2 units will contribute 50% of the total A level marks.

		Weighting within A2	Weighting within A level
BS3*	Business Decision-Making	50%	25%
BS4*	Business Strategy and Practice	50%	25%

\*Includes synoptic assessment

### **BS3: Written Paper (2 hours)**

This is a case study paper and will include synoptic questions. All questions are compulsory and will assess both the BS3 and the AS content.

### **BS4: Written Paper (2 hours)**

This Paper will have two sections. Section A will have compulsory short-answer questions and problem-solving questions (40 marks). In Section B candidates will have to answer one synoptic essay question from a choice of three (20 marks). This paper will assess all of the AS and A level content.

### **Synoptic Assessment**

Synoptic assessment in Business Studies means testing candidates' understanding of the connections between different aspects of the subject and will involve the explicit integration of knowledge, understanding and skills learned in different parts of the subject. Candidates will be expected to demonstrate their holistic understanding of Business Studies.

In Business Studies this means:

Requiring candidates to make and use connections between different areas of the subject at AS and A2, for example by:

- applying knowledge and understanding of more than one area of the subject content to a particular situation or context;
- analysing and synthesising business problems and issues using key principles, concepts and theories;
- integrating and evaluating knowledge and evidence to draw valid, logical conclusions.

Examination papers for BS3 and BS4 include some marks which specifically address the requirement for synoptic assessment. In BS3 two of the questions will be synoptic and will be identified on the question paper and in BS4 the essay questions in Section B will be synoptic.

### **Quality of Written Communication**

Candidates will be required to demonstrate their competence in written communication in all of the assessment units. The questions assessing QWC will be identified on the front of the question papers. Mark schemes for this unit will include the following specific criteria for the assessment of written communication:

- legibility of text; accuracy of spelling, punctuation and grammar; clarity of meaning;
- selection of a form and style of writing appropriate to purpose and to complexity of subject matter;
- organisation of information clearly and coherently; use of specialist vocabulary where appropriate.

All assessment objectives subsume the use of written communication. Use of appropriate language, punctuation and grammar is expected as the means by which ideas can be expressed and logical argument shown in answers to questions. Mark schemes, therefore, will, where appropriate be constructed to allow for the presentation of coherent accounts, cogent argument, appropriate format and use of business terminology.

## Availability of Units

There are two assessment dates, January and June. The assessment units are available as shown below.

Availability of Assessment Units			
Unit	January 2009	June 2009	June 2010 & each subsequent year
BS1	✓	✓	✓
BS2		✓	✓
BS3			✓
BS4			✓

## Awarding, Reporting and Re-sitting

The overall grades for the GCE AS qualification will be recorded as a grade on a scale from A to E. The overall grades for the GCE A level qualification will be recorded on a grade scale from A\* to E. Results not attaining the minimum standard for the award of a grade will be reported as U (Unclassified). Individual unit results and the overall subject award will be expressed as a uniform mark on a scale common to all GCE qualifications (see table below). The grade equivalence will be reported as a lower case letter ((a) to (e)) on results slips, but not on certificates:

	Max. UMS	A	B	C	D	E
Unit 1 (weighting 20%)	80	64	56	48	40	32
Unit 2 (weighting 30%)	120	96	84	72	60	48
Unit 3 (weighting 25%)	100	80	70	60	50	40
Unit 4 (weighting 25%)	100	80	70	60	50	40
AS level Qualification	200	160	140	120	100	80
A level Qualification	400	320	280	240	200	160

At A level, Grade A\* will be awarded to candidates who have achieved a Grade A in the overall A level qualification and 90% of the total uniform marks for the A2 units.

Candidates may re-sit units prior to certification for the qualification, with the best of the results achieved contributing to the qualification. Individual unit results, prior to certification of the qualification, have a shelf-life limited only by the shelf-life of the specification.

# 6

## KEY SKILLS

Key skills are integral to the study of AS/A level Business Studies and may be assessed through the subject content and the related scheme of assessment as defined in the specification. The following Key Skills can be developed through this specification at level 3:

- Communication
- Application of Number
- Problem Solving
- Information and Communication Technology
- Working with Others
- Improving own Learning and Performance

Mapping of opportunities for the development of these skills against Key Skills evidence requirement is provided in 'Exemplification of Key Skills for Business Studies', available on the WJEC website.

## **7 PERFORMANCE DESCRIPTIONS**

### **Introduction**

Performance descriptions have been created for all GCE subjects. They describe the learning outcomes and levels of attainment likely to be demonstrated by a representative candidate performing at the A/B and E/U boundaries for AS and A2.

In practice most candidates will show uneven profiles across the attainments listed, with strengths in some areas compensating in the award process for weaknesses or omissions elsewhere. Performance descriptions illustrate expectations at the A/B and E/U boundaries of the AS and A2 as a whole; they have not been written at unit level.

Grade A/B and E/U boundaries should be set using professional judgement. The judgement should reflect the quality of candidates' work, informed by the available technical and statistical evidence. Performance descriptions are designed to assist examiners in exercising their professional judgement. They should be interpreted and applied in the context of individual specifications and their associated units. However, performance descriptions are not designed to define the content of specifications and units.

The requirement for all AS and A level specifications to assess candidates' quality of written communication will be met through one or more of the assessment objectives.

The performance descriptions have been produced by the regulatory authorities in collaboration with the awarding bodies.

## AS performance descriptions for Business Studies

	<b>Assessment objective 1</b>	<b>Assessment objective 2</b>	<b>Assessment objective 3</b>	<b>Assessment objective 4</b>
<b>Assessment objectives</b>	Demonstrate knowledge and understanding of the specified content.	Apply knowledge and understanding to problems and issues arising from both familiar and unfamiliar situations.	Analyse problems, issues and situations.	Evaluate, distinguish between and assess appropriateness of fact and opinion, and judge information from a variety of sources.
<b>A/B boundary performance descriptions</b>	Candidates characteristically: a) demonstrate knowledge and understanding of the key business concepts in the AS specification, with few significant omissions.	Candidates characteristically: a) demonstrate the ability to apply relevant knowledge to familiar and unfamiliar business contexts b) show knowledge and understanding of the issues arising from these situations.	Candidates characteristically: a) analyse problems, issues and situations: <ul style="list-style-type: none"> <li>• build logical arguments</li> <li>• use appropriate numerical and non-numerical techniques.</li> </ul>	Candidates characteristically: a) distinguish between fact and opinion b) assess the appropriateness of information from a variety of sources c) make a reasoned evaluation of the sources considered.
<b>E/U boundary performance descriptions</b>	Candidates characteristically: a) demonstrate a basic knowledge and some understanding of the business concepts in the AS specification.	Candidates characteristically: a) demonstrate the ability to apply a basic level of relevant knowledge to familiar business contexts b) show some knowledge and understanding of the issues arising from these situations.	Candidates characteristically: a) provide partial analysis of problems, issues and situations: <ul style="list-style-type: none"> <li>• build arguments</li> <li>• use appropriate numerical and non-numerical techniques.</li> </ul>	Candidates characteristically: a) make some distinction between fact and opinion b) assess at a basic level the appropriateness of information from one or more sources c) make a partial evaluation of the sources considered.

## A2 performance descriptions for Business Studies

	Assessment objective 1	Assessment objective 2	Assessment objective 3	Assessment objective 4
<b>Assessment objectives</b>	Demonstrate knowledge and understanding of the specified content.	Apply knowledge and understanding to problems and issues arising from both familiar and unfamiliar situations.	Analyse problems, issues and situations.	Evaluate, distinguish between and assess appropriateness of fact and opinion, and judge information from a variety of sources.
<b>A/B boundary performance descriptions</b>	Candidates characteristically: a) demonstrate precise knowledge and understanding of key business concepts drawn from the A2 specification, with few omissions b) show knowledge and understanding of the links between business concepts.	Candidates characteristically: a) demonstrate effective application of relevant knowledge to familiar and unfamiliar business contexts b) show knowledge and understanding of the issues arising from these situations.	Candidates characteristically: a) critically analyse business problems, issues and situations; build logical arguments; use appropriate numerical and non-numerical techniques b) analyse a business strategy c) develop a business strategy.	Candidates characteristically: a) distinguish between fact and opinion b) assess critically the appropriateness of information from a wide variety of sources c) make a well-reasoned evaluation of the sources considered.
<b>E/U boundary performance descriptions</b>	Candidates characteristically: a) demonstrate knowledge and some understanding of business concepts drawn from the A2 specification b) show some knowledge and understanding of the links between business concepts.	Candidates characteristically: a) demonstrate the application of relevant knowledge to familiar and unfamiliar business contexts b) show some knowledge and understanding of the issues arising from these situations.	Candidates characteristically: a) provide a simple analysis of business problems, issues and situations; build arguments; use appropriate numerical and non-numerical techniques b) outline a business strategy.	Candidates characteristically: a) distinguish between fact and opinion b) assess the appropriateness of information from several sources c) make an evaluation of the sources considered.