



Sixth Form Handbook
Business Studies

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About the course

- This is a two year course where you will complete three external exams in May/June 2019
- This course is assessed by 100% exam

Throughout the A Level course, we have an integrated approach to studying the content. The topics are outlined below in the four themes. At the end of year, 1 you will be examined on the topics covered in order to proceed to year 13

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).

At the end of the course, you will sit three external exams; Paper 1 will focus on Theme 1 & 2 and Paper 2 will focus on Theme 3 & 4. Paper 3 uses all four themes together based on a pre released case study, which you will conduct, research prior to the exam.

Paper 1

Paper 1: Marketing, people and global businesses	
	*Paper code: 9BS0/01
<ul style="list-style-type: none">Externally assessedAvailability: May/JuneFirst 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 <ul style="list-style-type: none">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:

Paper 2: Business activities, decisions and strategy	
	*Paper code: 9BS0/02
<ul style="list-style-type: none">Externally assessedAvailability: May/JuneFirst 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 <ul style="list-style-type: none">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:

Paper 3: Investigating business in a competitive environment *Paper code: 9BS0/03	
<ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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. 	

Year 12 A Level Course Plan (Subject to change)

Fortnight Beginning	Teacher 1 (4 lessons)	Teacher 2 (5 lessons)
2nd September	Introduction to A Level Business	Introduction to A Level Business
	Introduction to A Level Business	Introduction to A Level Business
	Introduction to A Level Business	Introduction to A Level Business
	Introduction to A Level Business	Introduction to A Level Business
		Introduction to A Level Business
16th September	1.3.1 Product/service design	1.5.3 Business Objectives
	1.3.2 Branding and promotion	1.5.1 Role of an entrepreneur
	1.3.2 Branding and promotion	1.5.1 Role of an entrepreneur
	1.3.2 Branding and promotion	1.5.2 Entrepreneurial motives and characteristics
		1.5.2 Entrepreneurial motives and characteristics

30th September	1.3.3 Pricing Strategy	1.5.2 Entrepreneurial motives and characteristics
	1.3.3 Pricing Strategy	1.5.4 Forms of business
	1.3.3 Pricing Strategy	1.5.4 Forms of business
	Knowledge Test	1.5.5 Business Choices
		Knowledge Test for 1.5 and how to write a 4 mark explain
14th October	1.3.4 Distribution	1.1.1 The Market
	1.3.4 Distribution	1.1.1 The Market
	1.3.4 Distribution	2.1.1 Internal Finance
	Subject Test	2.1.1 Internal Finance
		2.1.2 External Finance
4th November	4.3.1 Marketing	2.1.2 External Finance
	4.3.1 Marketing	2.1.3 Liability
	4.3.3 Cultural and social issues	2.1.4 Planning
	4.3.3 Cultural and social issues	2.1.4 Planning
		2.1.4 Planning
18th November	4.3.2 Niche Markets	3.1.1 Corporate Objectives
	Knowledge Test and Subject Test feedback	3.1.1 Corporate Objectives
	1.4.1 Approaches to staffing	3.4.1 Corporate Influences
	1.4.1 Approaches to staffing	3.4.1 Corporate Influences
		3.4.4 Business Ethics
2nd December	1.4.1 Approaches to staffing	3.4.4 Business Ethics
	1.4.2 Recruitment, selection and training	3.4.4 Business Ethics
	1.4.2 Recruitment, selection and training	3.4.4 Business Ethics
	1.4.2 Recruitment, selection and training	3.4.3 Shareholders V Stakeholders
		3.4.2 Corporate Culture
16th December	1.4.2 Recruitment, selection and training	3.4.2 Corporate Culture
	Revision for mock	3.4.2 Corporate Culture
	Revision for mock	Knowledge Test for 3.1.1-3.4.2 and PEACH Practise
	Revision for mock	3.2.1 Growth
		3.2.1 Growth
13th January	Mock Revision	3.2.1 Growth
	Mock Revision	3.2.1 Growth
	Mock Revision	Mock Revision
	Mock Revision	Mock Revision
		Mock Revision
	1.4.3 Organisation design	3.2.2 Mergers and Takeovers

28th January	1.4.3 Organisation design	3.2.2 Mergers and Takeovers
	1.4.3 Organisation design	3.2.2 Mergers and Takeovers
	Feedback from Mock	3.2.2 Mergers and Takeovers
		3.2.3 Organic Growth
10th February	Work Experience	Work Experience
	Knowledge Test 1.4.2-1.4.3 and PEACH Practise	Work Experience
	1.4.4 Motivation in theory and practise	Work Experience
	1.4.4 Motivation in theory and practise	3.2.4 Reasons for staying small
		3.1.2 Theories of corporate strategy
2nd March	1.4.4 Motivation in theory and practise	3.1.2 Theories of corporate strategy
	1.4.4 Motivation in theory and practise	3.1.2 Theories of corporate strategy
	1.4.4 Motivation in theory and practise	1.2.1 Demand
	1.4.5 Leadership	1.2.1 Demand
		1.2.1 Demand
16th March	1.4.5 Leadership	1.2.2 Supply
	1.4.5 Leadership	1.2.2 Supply
	1.4.5 Leadership	1.2.2 Supply
	1.5.6 Moving from entrepreneur to leader	1.2.3 Markets
		1.2.3 Markets
27th April	1.5.6 Moving from entrepreneur to leader	1.2.3 Markets
	3.5.3 Human Resources	1.2.4 Price Elasticity of demand (PED)
	3.5.3 Human Resources	1.2.4 Price Elasticity of demand (PED)
	3.5.3 Human Resources	1.2.5 Income Elasticity of demand (YED)
		1.2.5 Income Elasticity of demand (YED)
11th May	Revision for end of year exam	Revision for end of year exam
	Revision for end of year exam	Revision for end of year exam
	Revision for end of year exam	Revision for end of year exam
	Revision for end of year exam	Revision for end of year exam
		Revision for end of year exam
1st June	3.1.4 Impact of external influences- Political	1.1.2 Market Research
	3.1.4 Impact of external influences- Political	1.1.2 Market Research
	3.1.4 Impact of external influences- Economic	1.1.2 Market Research
	3.1.4 Impact of external influences- Economic	1.1.3 Market Positioning
		1.1.3 Market Positioning
15th June	3.1.4 Impact of external influences- Social	1.1.3 Market Positioning
	3.1.4 Impact of external influences- Social	3.1.3 SWOT Analysis

	3.1.4 Impact of external influences- Technological	3.1.3 SWOT Analysis
	End of Year Exam Feedback	3.1.4 Impact of external influences- Environmental
		3.1.4 Impact of external influences- Legal
	No lesson	3.1.4 Impact of external influences- Environmental
	Summer Research Project	3.1.4 Impact of external influences- Legal
	Summer Research Project	Summer Research Project
	Summer Research Project	Summer Research Project
29th June		Summer Research Project

Course Reading List & Materials

Title	Publisher	
Business Review	Philip Allan Magazines, Market Place, Deddington, Oxon OX15 0SE	
Topical Cases for Edexcel	A-Z Business Training Ltd, 3 Rayleigh Road, London SW19 3RE Email: iandmmarcouse@gmail.com	
Tutor2U	Tutor2U	
Title	Author	Publisher
Business for Edexcel A Level	Marcouse I.	Hodder Educational 2015 ISBN 978 1471 847769
Marketing, 3 rd Edn	Baines P and Fill C	Oxford 2014 ISBN 978-0-19-965953-1
The Daily Drucker	Drucker & Maciatiello	Butterworth Heinemann 2010 ISBN: 0 7506 6599 8
Kotler on Marketing	Kotler P.	Free Press 2001 ISBN 978-0-6848-6047-3
A-Z Worksheets (Photocopiable pack plus CD) for 2015	Marcousel	A-Z Business Training Ltd Pack EDAS Edexcel Business 2015

Tasks before September

To conduct a thorough and in-depth report of a multinational business of your choice. This needs to include:

- An overview of their business activities – what do they sell? Are they a service provider or a product provider? How many products do they have?
- What is their business ownership and what are the advantages and disadvantages of this type of ownership (You will need to use www.tutor2u.net to help you with this)
- What are their aims and objectives? This will need to include a comprehensive overview of financial and non-financial objectives
- Explain their marketing mix – The 4P's will need to be fully explained and how these contribute to helping your chosen business achieve its objectives.

You also need to create a Powerpoint presentation with your findings and be prepared to present it the first week back to the rest of the class. You need to submit this on the google classroom (code: 60tsqh) by the 9th September 2019.

Who can I contact for help?

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