



Sixth Form Handbook
Business Studies

Contents

| | |
|---------------------------------------|---|
| About the course | 3 |
| How you will be assessed | 3 |
| Course Reading List & Materials | 8 |
| Tasks before September | 8 |
| Who can I contact for help?..... | 8 |

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 |
| <p>Overview of content</p> <p>Paper 3 will assess content across all four themes. Questions will be drawn from local, national and global contexts.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>The second section will focus on at least one strand within the context provided, such as a particular business.</p> <p>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.</p> <p>Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination.</p> | |
| <p>Overview of assessment</p> <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 13 A Level Course Plan (Subject to change)

| Fortnight Beginning | Teacher 1 4 Lessons | Teacher 2 5 Lessons |
|----------------------------|--------------------------------|---|
| 2nd September | PEACH and MOPS Recap | Year 1 Recap |
| | PEACH and MOPS Recap | Year 1 Recap |
| | PEACH and MOPS Recap | Year 1 Recap |
| | PEACH and MOPS Recap | Year 1 Recap |
| | | Year 1 Recap |
| 16th September | 2.2.2 Sales, revenue and costs | 4.1.1 Growing economies |
| | 2.2.2 Sales, revenue and costs | 4.1.1 Growing economies |
| | 2.2.3 Break Even | 4.1.1 Growing economies |
| | 2.2.3 Break Even | 4.1.2 International trade and business growth |
| | | 4.1.2 International trade and business growth |

| | | |
|----------------|---|--|
| 30th September | 2.2.3 Break Even | 4.1.2 International trade and business growth |
| | 2.2.4 Budgets | 4.1.3 Factors contributing to increased globalisation |
| | 2.2.4 Budgets | 4.1.3 Factors contributing to increased globalisation |
| | 2.3.1 Profit | 4.1.3 Factors contributing to increased globalisation |
| 14th October | | 4.1.4 Protectionism |
| | 2.3.1 Profit | 4.1.4 Protectionism |
| | 3.5.1 Income Statements | 4.1.5 Trading Blocs |
| | 3.5.2 Profitability Ratios | 4.1.5 Trading Blocs |
| 4th November | 2.3.2 Balance Sheets | Subject test |
| | | 4.2.1 Conditions that prompt change |
| | 2.3.2 Balance Sheets | 4.2.1 Conditions that prompt change |
| | 3.5.2 Liquidity Ratios | 4.2.4 Reasons for global mergers or joint ventures |
| 18th November | Knowledge test and 4 marker calculation practise | 4.2.5 Global competitiveness |
| | 3.5.1 Correlation | 4.2.5 Global competitiveness |
| | | 4.2.5 Global competitiveness |
| | 3.5.1 Moving Averages | 4.4.1 The impact of MNCs |
| 2nd December | 3.5.1 Extrapolation | 4.4.1 The impact of MNCs |
| | 2.2.1 Sales Forecasting | 4.4.1 The impact of MNCs |
| | 2.4.1 Production, productivity and efficiency- Methods of production | 4.4.2 Ethics |
| | | 4.4.2 Ethics |
| 16th December | 2.4.1 Production, productivity and efficiency- Methods of production | 4.4.2 Ethics |
| | 2.4.1 Production, productivity and efficiency- Methods of production | Knowledge Test and PEACH practise |
| | 2.4.1 Production, productivity and efficiency- Productivity & Efficiency | 4.4.3 Controlling MNCs |
| | 2.4.1 Production, productivity and efficiency- Productivity & Efficiency | 4.4.3 Controlling MNCs |
| 13th January | | 4.4.3 Controlling MNCs |
| | 2.4.2 Capacity utilisation | 4.2.2 Assessment of a country as a market |
| | 2.4.2 Capacity utilisation | 4.2.2 Assessment of a country as a market |
| | 2.4.3 Stock Control | 4.2.3 Assessment of a country as a production location |
| 13th January | 2.4.4 Quality Management | Revision |
| | | Revision |
| | Revision for Mock Exam | Revision |
| 13th January | Revision for Mock Exam | Revision |
| | Revision for Mock Exam | Revision |
| | Revision for Mock Exam | Revision |

| | | |
|----------------------|---|--|
| | Revision for Mock Exam | 4.3.1 Recap Global Marketing |
| | | 4.3.1 Recap Global Marketing |
| 28th January | Quality Management | 4.3.1 Recap Global Marketing |
| | Stock Control | 4.3.3 Recap Cultural and social issues |
| | Investment Appraisal | 4.3.3 Recap Cultural and social issues |
| | Investment Appraisal | 4.3.4 Recap Global niche and mass market |
| | | 4.3.4 Recap Global niche and mass market |
| 11th February | Investment Appraisal | 3.6.1 Causes and effects of change |
| | Investment Appraisal | 3.6.2 Key factors in change |
| | Decision Trees | 3.6.3 Scenario Planning |
| | Decision Trees | Paper 3 Research and practise |
| | | Paper 3 Research and practise |
| 4th March | Critical Path Analysis | Paper 3 Research and practise |
| | Critical Path Analysis | Paper 3 Research and practise |
| | Critical Path Analysis | Paper 3 Research and practise |
| | Economic Influences | Paper 3 Research and practise |
| | | Paper 3 Research and practise |
| 18th March | Economic Influences | Paper 3 Research and practise |
| | Test | Paper 3 Research and practise |
| | Recap: Human Resources | Paper 3 Research and practise |
| | Recap: Pricing Strategies | Paper 3 Research and practise |
| | | Paper 3 Research and practise |
| 1st April | Recap: Mergers and Takeovers | Paper 3 Research and practise |
| | Recap: Corporate Influences and Culture | Paper 3 Mock |
| | Recap: Corporate Objectives and Strategy | Paper 3 Mock |
| | Recap: Break Even & Budgets | Paper 3 Mock |
| | | Targeted Revision base on your RAG |
| 29th April | Recap: Income Statements & Balance Sheets | Targeted Revision base on your RAG |
| | Recap: Profitability and Liquidity Ratios | Targeted Revision base on your RAG |
| | Recap: Investment Appraisal | Targeted Revision base on your RAG |
| | Recap: Decision Trees | Targeted Revision base on your RAG |
| | | Targeted Revision base on your RAG |
| 13th May | Recap: Critical Path Analysis | Targeted Revision base on your RAG |
| | Recap: Capacity Utilisation | Targeted Revision base on your RAG |
| | Targeted Revision | Targeted Revision base on your RAG |
| | Targeted Revision | Targeted Revision base on your RAG |
| | | Targeted Revision base on your RAG |

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: jandmmarcouse@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 | Marcouse I. | A-Z Business Training Ltd Pack EDAS Edexcel Business 2015 |

Tasks before September

On your google classroom you have been set a number of research activities you need to complete along with a written report which is outlined below;

You work in the marketing department of a large National UK based company that produces cheese. The company is looking to expand it's markets globally, both within Europe and beyond.

You have been asked to prepare a report on the key growing economies globally and make recommendations on which countries would be under consideration and give reasons why. Statistical data and analysis of it should be a key feature of your report.

This needs to be handed in via the google classroom by 9th September 2019

Who can I contact for help?

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