

Business Studies – Student Guide for Advanced Subsidiary/Advanced GCE Specifications

Business Studies Advanced Subsidiary GCE and Advanced GCE aims to help you develop an understanding of business organisations, the market they serve and the process of adding value. You will be considering business behaviour from a variety of perspectives, incorporating the interests of all stakeholders, using an investigative, problem solving and integrated approach. You will learn how Business Studies draws on a variety of disciplines for its analysis and understanding. In the second year there are options that allow you to choose one aspect of the subject and study it to a greater depth. The project in the second year offers you the opportunity to complete an investigation into a business problem of your own choice.

Before you start this course

It would be helpful if you have studied GCSE Business Studies, though this is not essential.

Subjects that go well with Business Studies are Sociology, Economics, Geography and Mathematics. A language would also go well.

With a qualification in Business Studies, you could go on to higher education, work in a variety of jobs in the business sector, or even start your own business.

- To get a certificate for Advanced Subsidiary, you will need to have studied for and been assessed on your performance in 3 AS units.
- To get a certificate for Advanced GCE, you will need to have studied for and been assessed on your performance in 3 AS units, together with 3 A2 units.

The units available for AS are:

Unit 2871 Businesses, Their Objectives and Environment

For this unit you will learn about what businesses do, their size and legal structure, and their objectives; external influences of the market, interest and exchange rates, taxation, technological change and legal, social, cultural, political, environmental, moral and ethical influences.

Unit 2872 Business Decisions and Unit 2873 Business Behaviour

For these units you will learn about the market, its definition and structure, market research and analysis (including sampling), marketing planning, budgets, cash flow, investment decisions, the role of balance sheets and profit and loss accounts, human resource planning, motivation and leadership, management structure, operational efficiency, the organisation of production, quality and stock control.

These 3 assessment units form the Advanced Subsidiary GCE qualification.

The units available in A2 are:

You may choose, or your teacher may choose for the group, one unit from Unit 2874, Unit 2875, Unit 2876 and Unit 2877. This offers the opportunity to build on and extend the knowledge you gained studying for earlier units.

Unit 2874 Further Marketing

For Unit 2874 you will learn about the role of marketing in achieving business objectives, market planning, market segmentation, market share and growth, market research, sources of information, further techniques of sampling, methods of forecasting (including time series analysis) and models of marketing.

Unit 2875 Further Accounting and Finance

For Unit 2875 you will learn about the role of accounting and financial decision making, accounting concepts, sources of finance, costs and costing, valuation of assets, depreciation, current liabilities and owner's equity, ratios and their limitations, the annual report and the use of accounting in decision making.

Unit 2876 Further People in Organisations

For Unit 2876 you will learn about communication, motivation, leadership and management styles, management of change, employer/employee relations, contracts of employment, health and safety, dismissal, the labour market, trade unions, ACAS, employee participation, and methods of remuneration.

Unit 2877 Further Operations Management

For Unit 2877 you will learn about management and the production process, location of industry, production methods, specialisation and division of labour, constraints on production, resource management, waste management and control, production and the law, and costing.

You may choose, or your teacher may choose for the group, either Unit 2878 or Unit 2879.

Unit 2878 Business Project

Unit 2878 offers the opportunity for you to undertake a business project of your choice. You can investigate a single organisation or a more general business-related issue, drawing on the knowledge and skills gained through the course for your analysis and evaluation. You will be required to present a report of your research.

Unit 2879 Business Thematic Enquiry

Unit 2879 is based on an unseen case study with a particular theme. From preparatory work with your teacher and using the evidence from the case study you will be expected to produce a report that is problem solving and evaluative in nature. The theme will be such that you will be able to draw on knowledge from many parts of the course.

The third unit you will take in the second half of the course is Unit 2880.

Unit 2880 Business Strategy

For Unit 2880 you will bring together all that you have studied previously throughout the course, and will learn about setting corporate objectives, corporate planning, external influences, devising and implementing strategy, reviewing strategy and managing strategic change.

3 A2 units complete the Advanced GCE qualification.

The assessment structure for Business Studies is:

