

Business and Management Economics

Syllabus outlines

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Cambridge
Pre-U

For examination from 2012–2015



UNIVERSITY of CAMBRIDGE
International Examinations

Excellence in education

Cambridge Pre-U is available in 28 subjects:

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|-------------------------------------|-------------------------|
| Art and Design | History |
| Art History | Italian |
| Biology | Latin |
| Business and Management | Literature in English |
| Chemistry | Mandarin Chinese |
| Classical Greek | Mathematics* |
| Classical Heritage | Music |
| Comparative Government and Politics | Philosophy and Theology |
| Drama and Theatre | Physics |
| Economics | Psychology |
| French* | Russian* |
| Further Mathematics* | Spanish* |
| Geography | Sports Science |
| German* | |
| Global Perspectives and Research | |

**a one-year certified Short Course is also available.*

Feedback from schools



- Increased focus and motivation in year 12 pupils
- Richer, more coherent educational experience
- Encourages wider reading
- More independent inquiry and learning
- Opportunity to develop and pursue own academic interests
- Greater scope for upper ability pupils to distinguish themselves
- More time and support available for lower ability pupils
- Greater maturity at examination time



Cambridge Pre-U overview

Cambridge Pre-U is an exciting qualification for 16–19 year olds who want to go to university. It equips students with the knowledge and skills they need to make a success of their undergraduate studies:

- a solid and coherent grounding in specialist subjects at an appropriate level
- the ability to undertake independent and self-directed learning
- the ability to think laterally, critically and creatively and communicate effectively

Cambridge Pre-U Principal Subjects and Short Courses are stand-alone qualifications, recognised by universities and attracting a rewarding UCAS tariff. They are compatible with A Levels and may be taken in combination with them.

For Cambridge Pre-U Principal Subjects, students take all examination components at the end of a two-year programme of study, and we assess them at the full Cambridge Pre-U standard.

For Cambridge Pre-U Short Courses, students take all examination components at the end of a one-year programme of study. A Short Course grade does not contribute to a Principal Subject result. In this sense, a distinctive feature of Cambridge Pre-U is linearity.

Common characteristics of Cambridge Pre-U syllabuses

- **Design:** focused on the development of high-level knowledge, understanding and skills to prepare for university and beyond, through extensive consultation with teachers, students and universities.
- **Stretch:** built into syllabus content (380 guided learning hours and challenging concepts), assessment (open-ended questions) and grading outcomes (finer differentiation at the top end).
- **Innovation:** new approaches to subjects, greater freedom in subject combination, new topics, new methods of delivery and new forms of assessment.
- **Progression in learning:** Cambridge Pre-U builds on prior knowledge gained at 14–16, where appropriate, and develops broad generic skills (independent study and research skills). Students are better prepared for undergraduate study.
- **Linearity:** assessment at the end of the course makes for greater coherence in teaching and learning.



Cambridge Pre-U Business and Management

Cambridge Pre-U Business and Management develops an appreciation of the value of business activity, plus a practical understanding of how businesses operate and why business management decision-making is so important.

Curriculum

The course blends academic rigour with the development of practical skills and knowledge relevant to businesses in the twenty-first century. The linear nature of the course means that more time is available to discuss real businesses in context. Contemporary topics such as corporate social responsibility, waste management and off-shoring are offered, as well as the more traditional principles which will continue to be relevant in business. The course strongly encourages students to become competent and confident in the calculation and interpretation of business data.

Students are required to carry out a personal investigation which is focused on problem solving. Students investigate a well-defined specific problem, issue or question that exists in a real business. The investigation will focus on a small to medium-sized business such as a local firm or private limited company (not a public limited company). Each investigation includes the collection and use of primary and secondary data. A strong emphasis is placed on the development of communication skills.



“ The use of real business examples within the exams and the teaching materials allows our students to apply their theoretical knowledge to real business scenarios. They can therefore see the value and relevance of what they are learning in class. ”

Owen Hughes,
Lancaster Royal Grammar School

Syllabus

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|---|--|
| <p>The Business environment</p> <p>Enterprise Business and the economy Objectives Stakeholders Classification of business Business opportunities and constraints Planning Corporate issues Equities</p> <p>Marketing</p> <p>Marketing and objectives Market research Elasticity The marketing mix The marketing plan Marketing law International marketing Marketing strategy Value</p> <p>Accounts and finance</p> <p>Costs, revenue, contribution and profit Budgets Sources of finance Investment decisions Cash flow Break-even analysis Accounts Depreciation</p> | <p>Operations and project management</p> <p>Production methods Efficiency Capacity Quality Inventory Managing projects Competitive advantage Reducing waste Trends in cost control</p> <p>People in organisations</p> <p>Motivation Leadership and management styles Management by objective Labour turnover Absenteeism Human resource management and workforce Planning Change management Employment law and collective representation Labour markets Business communication</p> |
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Scheme of assessment

Students take all three components at the end of the course in the same session.

| Component | Component title | Duration | Weighting | Type of assessment |
|-----------|------------------------|----------|-----------|---|
| 1 | Business concepts | 2½ hours | 35% | Written paper, externally set and marked |
| 2 | Strategic decisions | 3 hours | 40% | Written paper, externally set and marked |
| 3 | Personal investigation | – | 25% | 3000–3500 word report, internally set and externally marked |

Cambridge Pre-U Economics

Cambridge Pre-U Economics gives students an excellent grounding in economics and develops skills in evaluation and independent thinking, preparing students well for university study.

The linear structure gives teachers time to explore topics and events in the current economy, and gives students time to grow into the subject.

Curriculum

Cambridge Pre-U Economics enables students to:

- gain a thorough and rigorous understanding of the theory that underpins the workings of a modern day economy
- develop quantitative skills through the appreciation and use of various statistical methods
- understand the concepts of causality and interdependence, both on a micro and a macro scale
- have a sound understanding of events, both internal and external, that have influenced the UK economy over the past 10 years as far as areas contained within the syllabus are concerned

The syllabus introduces new topics, such as game theory, and offers opportunities for the detailed study of current issues such as China and the global economy, and the global credit crunch.



“ Pupils doing Cambridge Pre-U Economics are really enjoying it. The linear nature of the course has allowed us to look at recent events without any fear of ‘getting behind’ with the syllabus. ”

Andrew Ireson,
Oundle School

Syllabus

| | |
|--|--|
| <p>Microeconomics</p> <p>Unlimited wants and limited means</p> <p>The market mechanism and demand and supply analysis</p> <p>Costs of production, profit and the theory of the firm</p> <p>Causes of market failure</p> <p>Government intervention in the market</p> <p>The labour market</p> <p>The national economy</p> <p>Standards of living</p> <p>Economic growth and economic cycle</p> <p>Employment and unemployment</p> <p>Inflation and deflation</p> <p>Distribution of income</p> <p>Current account of balance of payments</p> <p>Productivity and international competitiveness</p> <p>Candidates are also required to have knowledge of relevant:</p> <p>Macroeconomic theory</p> <p>Government policy</p> | <p>International economics</p> <p>The theory of free trade</p> <p>The pattern of trade</p> <p>Protectionism</p> <p>The current account and exchange rates</p> <p>Development economics and globalisation</p> <p>The European Union</p> <p>Investigation topics</p> <p>The intention is to encourage students to apply their knowledge and understanding of economic concepts, combined with detailed individual research into one of the following topics, which reflect current issues in economics:</p> <p>Transport and the environment</p> <p>China and the global economy</p> <p>Expansion of the EU</p> <p>The pensions crisis</p> <p>Millenium development goals</p> <p>Economic thinkers and their relevance today (Adam Smith, Karl Marx and John Maynard Keynes)</p> |
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Scheme of assessment

Students take all three components together at the end of the course in the same session.

| Component | Component title | Duration | Weighting | Type of assessment |
|-----------|--|--------------------|-----------|--|
| 1 | Multiple choice, short answers and data response | 2 hours 15 mins | 40% | Written paper, externally set and marked |
| 2 | Essay paper | 3 hours | 40% | Written paper, externally set and marked |
| 3 | Investigation | 1 hour 15 mins | 20% | Essay, written in examination conditions and externally marked |

Reporting of achievement

Achievement is reported on a scale of nine grades: Distinction 1, 2 and 3, Merit 1, 2 and 3 and Pass 1, 2 and 3. The Distinction 3 standard is aligned to that of Grade A and the Pass 3 is aligned to that of Grade E at A Level. Distinction 1 reports achievement above the new A* grade. The intention is to differentiate more finely and extend reporting at the top end, while keeping the grading scale accessible to the full range of ability currently achieving passes at A Level.

UCAS tariff points

The table shows the UCAS tariff awarded to each Cambridge Pre-U Principal Subject grade and how this compares with the tariff for A Level.

The tariff reflects the additional content within each syllabus and the linear assessment (terminal examinations at full Cambridge Pre-U standard).

Universities which normally ask for three A grades at A Level typically make Cambridge Pre-U offers involving a combination of Distinction 3 and Merit 1. Other offers may include asking for a Merit 2 in place of a B, Merit 3 or Pass 1 for a C, Pass 2 for a D and Pass 3 for an E.

| Cambridge Pre-U band | Cambridge Pre-U grade | Cambridge Pre-U Principal Subject UCAS tariff | Equivalent A Level UCAS tariff | Short Course UCAS tariff |
|----------------------|-----------------------|---|--------------------------------|--------------------------|
| Distinction | D1 | tbc | n/a | tbc |
| | D2 | 145 | (A*) 140 | tbc |
| | D3 | 130 | (A) 120 | 60 |
| Merit | M1 | 115 | | 53 |
| | M2 | 101 | (B) 100 | 46 |
| | M3 | 87 | | 39 |
| Pass | P1 | 73 | | 32 |
| | P2 | 59 | | 26 |
| | P3 | 46 | (E) 40 | 20 |

Cambridge Pre-U is recognised by all UK universities and many universities abroad, including all US Ivy League universities. For more details, please go to www.cie.org.uk/qualifications/recognition.

Support and resources for teachers

We offer a programme of free Cambridge Pre-U INSET training for teachers accompanied by online support materials including syllabuses, specimen/past papers, mark schemes and example candidate responses.

A free Teacher Guide expands on each syllabus, to help teachers understand what students are expected to know.

It is written by a teacher for teachers and suggests for each topic:

- a checklist of what to cover with students
- resources, both paper and web based
- additional extension/'stretch and challenge' areas
- further teaching and learning opportunities.

Learn more! For more information on Cambridge Pre-U visit www.cie.org.uk/cambridgepreu or contact Customer Services on +44 (0)1223 553554 or email international@cie.org.uk

