

GCE Business Studies (2130)

A2 outline

At A2, this specification considers strategies for larger businesses and how managers might measure the performance of the business. Finally, it considers the effects that external factors can have on businesses and how a business can plan for and manage change, including leadership style and change in business culture.

The A2 specification has 2 units:

Unit 3: Strategies for Success

Topic list

- **Functional Objectives and Strategies** - examining their appropriateness in the context of corporate objectives.
- **Financial Strategies and Accounts** - making investment information, measuring performance, financial decisions.
- **Marketing Strategies** - analysing markets, and selecting successful marketing strategies, developing marketing plans.
- **Operations Strategies** - operational issues, location, innovation, improving operational efficiency
- **Human Resource Strategies** - workforce planning, adapting organisational structures, successful employee relations.

Assessment

Written Paper:
Weighting:

1 hour 45 minutes (80 marks)
25% of total A Level marks

Questions requiring extended answers drawing upon AS materials. The focus will be on measuring business performance and assessing appropriate functional strategies to achieve success.

Unseen case study with a range of numerical data.

Unit 4: The Business Environment and Change

Topic list

- **Corporate Aims and Objectives** - purpose and nature of corporate strategies, stakeholder perspectives.
- **Assessing Change in the Business Environment** - the effects of changes in the economic, political, social, ethical and technological environment and responses of organisations.
- **Managing Change** - planning for change, leadership and corporate culture, making strategic decisions, decision making.

Assessment

Written Paper:
Weighting:

1 hour 45 minutes (80 marks)
25% of total A Level marks

A two part paper - Section A will contain questions based upon prior research.

Section B will be a choice of essay titles from which the candidate will select one. This will be a synoptic paper and draw on all the specification.