

GCE Business Studies (2130)

AS outline

At AS Level, this specification introduces candidates to the challenges and issues of starting a business, including financial planning. It then focuses on how established businesses might improve their effectiveness by making tactical decisions at a functional level.

The AS specification has 2 units:

Unit 1: Planning and Financing a Business

Topic list

- **Starting a Business** - The challenges and issues of starting a business; enterprise; entrepreneurs.
- **Financial Planning** - Essential financial concepts needed to start a business including: calculating costs, revenues, profits; using a break-even analysis and cash-flow forecasting.

Assessment

Written Paper:	1 hour 15 minutes (60 marks)
Weighting:	40% of total AS marks/ 20% of total A Level marks

Short answer questions and extended responses based on a mini case study.

Unit 2: Managing a Business

Topic list

- **Finance** - budgets, improving cash flow and profits.
- **People in Business** - organisational structures, recruitment, training and motivation.
- **Operations Management** - operational decisions, quality, customer service, suppliers, technology.
- **Marketing and Competition** - designing and using an effective marketing mix, market conditions and competitiveness.

Assessment

Written Paper:	1 hour 30 minutes (80 marks)
Weighting:	60% of total AS marks / 30% of the total A Level marks

Compulsory, multi-part data response questions.