

A Level (includes AS) Business Studies (9707)

What support materials are available?

- Syllabus
- Specimen Question Papers and Mark Schemes
- AS and A level Standards Booklet - this contains examples of marked student answers to AS and A level questions and has a commentary from senior examiners
- Question Papers and Mark Schemes
- All the above are available from CIE Publications

How many hours contact time do you recommend for AS /A level?

Over a two year A level course approximately 5 hours per week of teaching time would be sufficient. Students will be expected to do individual work outside of this time.

How can I get in touch with other teachers of Business Studies?

We have an e-mail discussion list which you may find useful. The discussion lists are based on e-mail technology. Sending a message or query to the list will mean that it is viewed by all members of the list. By being a member of the list teachers can share ideas, resources and ask subject related questions which will be seen by the CIE Product Manager and examiners but also by all other teachers who have registered on the list. For example, a teacher could ask how everyone is approaching a particular topic, what books they might recommend or simply find out who else is teaching their subject.

You can join the discussion list by e-mailing us at international@ucles.org.uk.

It appears that the first year AS exam is based on some aspects of the syllabus. Would it be better when teaching one topic, to cover it in depth, instead of just touching the surface, and rushing it down for the students to write the first year exam?

The approach to teaching the Business Studies syllabus really depends on when you plan to enter students for the examination. If you are planning to enter your candidates for all 4 papers at the end of the second year then you could teach the core and extension parts of each topic in one go before moving to the next topic. This would be perfectly acceptable.

However, if you wish to take advantage of the staged assessment and enter your students for the AS at the end of the first year, then you are unlikely to have time to cover the Core and Extension topics areas for every topic on the syllabus. The syllabus covers skills in knowledge, application, analysis and evaluation. It is important to focus, not only on the subject content for the AS and A level, but also on the skills that candidates are expected to demonstrate. The AS examinations place a larger weighting on the skills of knowledge and application, whereas the A level papers (Paper 3 and Paper 4) place a greater emphasis on the more challenging skills of analysis and evaluation. It is expected that the first year of the course will concentrate on the skills of knowledge and application. The second year looks at some additional topics (extension topics) but also looks at the skills of analysis and evaluation, which are more difficult skills than those of knowledge and application.

Will the A2 exam (Paper 3 and Paper 4) be testing both the core and extended syllabus or only the extended?

Paper 3 and Paper 4 will cover Core **and** Extension topics.

The specimen papers suggest that the level of difficulty for AS and A level are the same. Is this really the case?

The focus on skills is different between the AS and the A level components and we believe the ability of candidates to apply these skills will differentiate between the AS and the A level. The examinations focus on the skills of Knowledge and Application, whereas the A level components focus on Analysis and Evaluation.

How much of the syllabus must be covered for the student to sit the Advanced Subsidiary (AS) examination?

The syllabus booklet splits the topics into 2 columns. The left-hand column contains the Core topics which cover all of the AS. For the A level, teachers need to cover the Core topics (left-hand column) **and** the Extension topics (right-hand column).

How does the data response section of the exam differ from the case study section?

The data response paper covers the AS topics whereas the Case Study covers the AS and the A level topics. The data response paper contains shorter answer questions with the focus on knowledge and application. The Case Study paper contains questions which require longer, more detailed responses (as reflected in the mark allocations). The Case Study paper focuses on analysis and evaluation.

I am concerned about the addition of a Data Response Paper. I have not been able to locate a textbook to aid in my teaching of this area. I am therefore asking for your advice/assistance in helping me in this area.

You may find the following publications of some use:

Business Review – this is a quarterly magazine aimed at students and teachers of Business Studies. It contains answers to examination questions, which would include data response questions. It also includes various articles on business studies and includes case studies and revision notes. To obtain further information about subscriptions the contact details are:

Philip Allan Updates, Market Place, Deddington, Oxfordshire, OX15 0SE, tel 01869 338652, fax 01869 337590, e-mail sales@philipallan.co.uk, website www.philipallan.co.uk.

Textbooks which may be useful for data response are:

Business Studies AS and A level, Peter Stimpson, published by Cambridge University Press, ISBN 0521003679 (textbook endorsed by CIE)

Business Studies for AS, David Dyer, Ian Dorton, Peter Stimpson, David Grainger, published by Cambridge University Press, ISBN 0521786061

Business Strategy for A2, David Dyer, Ian Dorton, Peter Stimpson, David Grainger, published by Cambridge University Press, ISBN 0521003652