

## AS/A Level Business Studies (9707)

### Frequently Asked Questions

#### **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 group, which you may find useful. The discussion groups are based on e-mail technology. Sending a message or query to the group will mean that it is viewed by all members of the group. By being a member of the group 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 group. 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 group by going to the Teacher Support website

<http://teachers.cie.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 topic areas for every topic of 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 the candidates are expected to demonstrate. The AS examinations place a larger weighting on the skills of knowledge and application, whereas the A Level paper places 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 in more depth at the skills of analysis and evaluation, which are more difficult skills than those of knowledge and application.

#### **Does the A2 exam test both the core and extended syllabus or only the extended?**

Paper 3 covers Core and Extension topics.

#### **The past 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 A Level components and we believe that the ability of candidates to apply these skills will differentiate between the AS and the A Level. The AS examinations focus on the skills of knowledge and application, whereas the A Level components focus on Analysis and Evaluation.

#### **How does the data response section of the examination 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.

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#### What publications are useful when teaching for the data response paper?

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 016869 338652, fax 01869 337590, e-mail [sales@philipallan.co.uk](mailto:sales@philipallan.co.uk), website [www.philipallan.co.uk](http://www.philipallan.co.uk).

Textbooks that may be useful for data responses 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 0521541832

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

#### What support materials are available?

- Syllabus
- IGCSE Business Studies Standards Booklet (this contains student answers to IGCSE questions along with the mark scheme, marks and comments of a senior examiner)
- Past question papers and mark schemes
- Scheme of work
- Reports on past examinations
- Distance Training Pack for accreditation of teachers to assess coursework.

They can be obtained from CIE Publications or the Teacher Support website.