

GETTING STARTED

Whether you already teach our existing GCE Business Studies specification, teach a similar specification with another awarding body, or are considering offering this for the first time, getting started with our revised specification really couldn't be easier:



Visit www.ccea.org.uk/specifications to view the full revised specification for your subject.



Attend the next available support event. Go online for our up-to-date events schedule.

Go to www.ccea.org.uk/specifications to download the full **GCE Business Studies AS & A2 Specification**



CONTACT US NOW

Subject Officer

Amanda Swann
Tel: (028) 9026 1200 ext 2100
Email: aswann@ccea.org.uk

For queries in relation to:
Specification content
Subject-specific issues
Interpretation of exemplar papers & other materials

Specification Support Officer

Arlene Ashfield
Tel: (028) 9026 1200 ext 2291
Email: aashfield@ccea.org.uk

For queries in relation to:
Requesting a meeting
Requesting further support
General subject-specific queries

Entries, Results and Certification Team

Entries, Results and Certification Team
Tel: (028) 9026 1200 ext 2168
Email: entries@ccea.org.uk

For queries in relation to:
Entries
Results

Distribution Team

Bernard Trainor
Tel: (028) 9026 1200 ext 2168
Email: btrainor@ccea.org.uk

For queries in relation to:
Requesting materials



WHATEVER YOUR QUERY, WE GUARANTEE YOU A PROMPT, FRIENDLY AND EFFICIENT SERVICE WHEN YOU CONTACT US

Check out our online leaflet *Customer Charter – Putting You First* at www.ccea.org.uk to view our service targets and our commitment to you.

"I'm really pleased to introduce this revised specification. We have designed it to meet the needs of learners in Northern Ireland whilst also providing a qualification that has international currency. We're proud to be your local awarding body. It is my priority to ensure that our dedicated subject team listens, responds and provides you with a first-class service."

Anne Marie Duffy – Examinations Manager, CCEA

"I'm delighted to provide robust operational systems that support all aspects of examination administration. Whether you are making entries, have a query about examinations or require assistance in relation to results, I can assure you that our specialised systems and customer-focused teams will provide you with the top-class level of service you expect."

Martin Quinn – Business Manager, Examination and Assessment Administration, CCEA

WHAT TEACHERS SAY ABOUT OUR EXAMINATIONS SERVICE...

98.9% of teachers are satisfied with the support and helpfulness of our staff.

95.5% of teachers are satisfied with the reliability and appropriateness of the materials we dispatch.

98.9% of teachers are satisfied with our administration of examinations.

* Source: CCEA's 2006 Post-Primary Customer Satisfaction Research



REVISED GCE AS & A2 SPECIFICATION SNAPSHOT FOR BUSINESS STUDIES

For first teaching from September 2008

For first award of AS Level in Summer 2009

For first award of A Level in Summer 2010



SUMMARY

- AS 1: **The Competitive Business** – 2 compulsory structured data responses, 1hr 30mins, 50% of AS, 25% of A Level, available January and Summer
- AS 2: **Managing Business Resources** – 2 compulsory structured data responses, 1hr 30mins, 50% of AS, 25% of A Level, available January and Summer
- A2 1: **Making Business Decisions** – 1 compulsory structured data response, 2hrs, 50% of A2, 25% of A Level, available January and Summer
- A2 2: **The Changing Business Environment** – Unseen case study with problem-solving/decision-making focus. Candidates are required to produce a business report analysing problems, evaluating evidence and proposing/justifying solutions, 2hrs, 50% of A2, 25% of A Level, available Summer only

KEY FEATURES

- Combines AS and A2 units
- Features only external assessment
- Enables progression to study at further and higher education, training and employment
- Emphasises the development of relevant business and generic skills

BENEFITS TO LEARNERS

We have designed this specification to help learners develop:

- An enthusiasm for studying business;
- A holistic understanding of business;
- A critical understanding of organisations and their ability to meet society's needs and wants;
- An understanding that business behaviour can be studied from a range of perspectives;
- Enterprising and creative solutions to business problems and issues;
- An awareness of the ethical dilemmas and responsibilities that organisations and individuals face; and
- A range of relevant business and generic skills including decision-making, problem-solving, the challenging of assumptions and the quantification and management of information.

CURRENT		NEW		WHAT HAS CHANGED AND WHY?	
MODULE	TITLE	UNIT	TITLE	WHAT HAS CHANGED?	WHY HAS IT CHANGED?
AS 1	Objectives and The Business Environment	AS 1	The Competitive Business	We've combined different parts of topic areas that used to be spread over more than one unit (for example marketing).	To ensure a better flow of teaching and learning
AS 2	People in Organisation, and Accounting and Finance	AS 2	Managing Business Resources	There is similar content, but the emphasis is on managing these resources.	To meet subject criteria requirements
AS 3	Marketing and Operations Management			We've moved this area into AS 1 and have updated the content to reflect the tools and models that businesses currently use.	To meet the subject criteria requirement to reduce three units to two
A2 1	Objectives and The Business Environment, People in Organisations, and Accounting and Finance and Objectives and The Business Environment, Marketing and Operations Management	A2 1	Making Business Decisions	The focus of this unit is now on tools for decision-making, which allows candidates to apply their knowledge to actual data.	To give candidates a sound appreciation of the role of different types of data (for example accounts and financial information), as an aid to decision-making
A2 2	Modules 1 – 5: Objectives and The Business Environment, People in Organisations, Accounting and Finance, Marketing and Operations Management	A2 2	The Changing Business Environment	This unit considers the changing environment that businesses operate within and includes sections about business ethics and social and moral responsibility. It also includes sections about emerging markets, for example China, India and Eastern European countries.	To reflect the current business environment To reflect current issues that the local economy is facing
either A2 3e or A2 3 c	Modules 1 – 5: Objectives and The Business Environment, People in Organisations, Accounting and Finance, Marketing and Operations Management			We've deleted this unit and have incorporated some of the content into other units.	To meet the subject criteria requirement to reduce three units to two

COUNT ON US FOR SUPPORT...

LOCAL SUPPORT > IN PERSON

- We are your **local awarding body**, so we can provide personalised support and visits to you and your centre upon request. Contact the Specification Support Officer named on the back cover if you would like to arrange for us to visit you, your department or your students.
- If you have a query or require advice/guidance, please contact the relevant person listed on the back cover.



CONTACT US IF YOU DON'T FIND WHAT YOU ARE LOOKING FOR

LOCAL SUPPORT > AT TEACHER-FOCUSED EVENTS

We provide a comprehensive programme of events to support this specification which includes:

- FREE launch events** to introduce you to the revised specification; and
- FREE seminars** to support its teaching and assessment and to assist you with subject-specific issues.

We will mail invitations to Heads of Department at least three weeks in advance of each event. Alternatively, check out our full list of support events online at www.ccea.org.uk/spec-changes

SUPPORT > ONLINE

Most of the support we provide will be available on your subject microsite. The site will contain:

- The latest version of the GCE Business Studies specification;
- Schemes of Work;
- Chief Examiner's Reports with top tips for improving examination performance;
- Exemplar Papers and Mark Schemes; and
- Exemplification of Standards (available after the first examination series).

Visit your subject microsite by logging on to www.ccea.org.uk and selecting it from the dropdown menu.

SUPPORT > IN PRINT

Some of the materials listed above are also available in print. To find out which materials and publications are currently available for your subject:

- Contact Bernard Trainor in our Distribution Team on (028) 9026 1200 ext 2168; or
- Go to www.ccea.org.uk to view our *Examination and Assessment Sales Catalogue*.

BACKGROUND TO THE REVISION PROCESS

During the Revision of Specifications process, we consulted our stakeholders through:

- Questionnaires
- Focus Group meetings
- Subject Advisory Team meetings.

We have drawn up this revised specification with the help of:

- Teachers and Heads of Departments in post-primary schools;
- Lecturers in Institutes of Further and Higher Education;
- Representatives from Employer Committees;
- Subject experts from Education and Library Boards; and
- Specialists from our Curriculum Development Teams.

