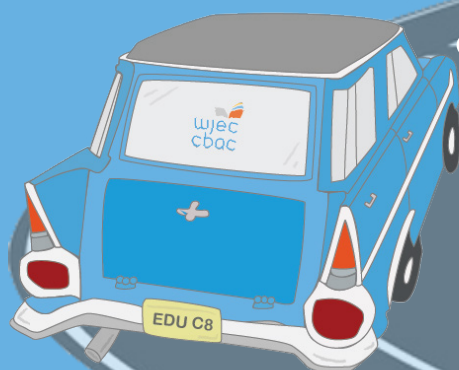


YOUR JOURNEY

TO BECOMING EXAM READY



WELCOME TO WJEC AS/A LEVEL BUSINESS



By studying WJEC AS/A Business, you will be introduced to the dynamic business environment and the importance of entrepreneurial activity in creating business opportunities and sustaining business growth. You will have the opportunity to develop a wide range of essential skills required for higher education and employment.

PLANNING AHEAD...

Unit 1 and unit 2 make up the AS qualification, unit 3 and unit 4 make up the A2 units. The content is split across the 4 units as follows:

You should familiarise yourself with the WJEC AS/A level business specification, which is available to download on the WJEC website. The knowledge, understanding and skills required are set out in two columns. Together these two columns give the full content of the specification. You must study the content in both columns.

AS unit 1 content areas:

- Enterprise
- Business plans
- Markets
- Market research
- Business structure
- Business location
- Business finance
- Business revenue and costs.

AS unit 2 content areas:

- Marketing
- Finance
- People in organisations (human resources)
- Operations management.

A level unit 3 content areas:

- Data analysis
- Market analysis
- Sales forecasting
- Analysing financial performance
- Analysing non-financial performance
- Aims and objectives
- Strategy and implementation
- Decision-making models
- Investment appraisal
- Special orders

A level unit 4 content areas:

- Change
- Risk management
- PEST factors
- Ethical, legal and environmental factors
- International trade
- Globalisation
- The European Union

GIVE IT YOUR ALL!

TOP TIPS

Download the free online resources on the WJEC website.

Familiarise yourself with the command words and assessment objectives.

Make use of the WJEC AS/A Business tick list to ensure all content is covered when revising.

Make use of the sample assessment materials (SAMs) as well as the past papers and mark schemes to familiarise yourselves with the structures of the examination papers.

Use the Online Exam Review link on the WJEC website to view examples of candidate responses to past questions, the mark awarded and the corresponding examiner comments.

Use the internet to read about real business issues and stories, the BBC website is a good start. Many national newspapers have excellent articles on contemporary business stories.

Watch TV programmes such as Dragon's Den and The Apprentice, though there are many more that can help to understand GCE Business.

WELLBEING GUIDANCE

Take baby steps.

Remember this is a journey and you will pick skills and knowledge up along the way.

Take regular breaks from studying.

Exercise, meet friends, spend time with family.

Look after yourself.

Make sure you are getting a balanced diet and get enough sleep.

Try to stay positive.

Even if you don't feel like it, a positive attitude will help you.

Remember that everyone's different.

Try not to compare yourself to others.

HOW ARE YOU ASSESSED?

Weightings noted below are expressed in terms of the full A level qualification.

AS Unit 1: Business Opportunities - assessed through a written examination
1 hour 15 mins | 15% of qualification | 60 Marks

Short answer and structured questions. Business opportunities, business start-ups, SMEs and other types of business organisations and the markets in which they operate.

AS Unit 2: Business Functions - assessed through a written examination
2 hours | 25% of qualification | 80 Marks

Data response questions. Covers the full AS content.

A Level Unit 3: Business Analysis and Strategy - written examination
2 hours 15 minutes | 30% of qualification | 80 Marks

Data response plus structured questions. Business strategy and analytical techniques used in the business decision-making process.

A Level Unit 4: Business in a Changing World - written examination
2 hours 15 minutes | 30% of qualification | 80 Marks

