

WJEC AS/A BUSINESS

Why choose WJEC AS/A Business?

Although some learners will have already gained knowledge, understanding, and skills through their study of business at GCSE, there are no prior learning requirements for AS/A Business. Any requirements set for entry to a course following this specification are at the discretion of centres.

The WJEC AS/A Business specification introduces learners to the dynamic business environment and the importance of entrepreneurial activity in creating business opportunities and sustaining business growth. Learners will have the opportunity to develop a wide range of essential skills required for higher education and employment.

What will I study?

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:

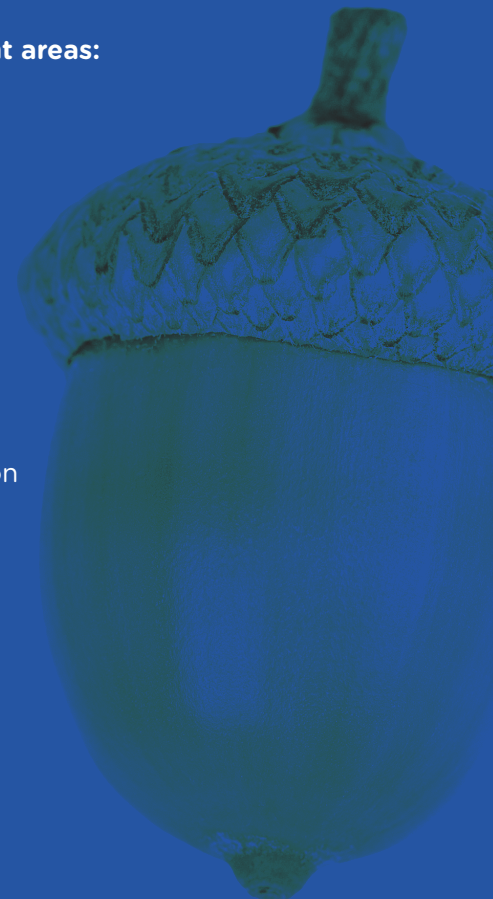
- Marketing
- Finance
- People in organisations (human resources)
- Operations management.

A level unit 3 content areas:

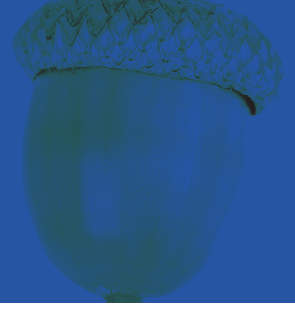
- Data analysis
- Market analysis
- Sales forecasting
- Analysing financial performance
- Analysing non-financial performance
- Aims and objectives
- Strategy and implementation
- Decision-making models
- Investment appraisal
- Special orders

A level unit 4 content areas:

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



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What skills will I develop?

By studying WJEC AS/A Business, the subject content enables learners to investigate different types and sizes of organisations in various business sectors and environments, drawing on local, national and global contexts, including data which relates to the Welsh business environment. Learners will develop an holistic understanding of business and enterprise and be aware of the opportunities and threats of operating in a global marketplace.

Learners will be expected to be familiar with current issues in business and be able to investigate, analyse

and evaluate contemporary business opportunities and problems in a wide range of contexts, whilst recognising how businesses adapt to operate in a dynamic business environment.

Learners will gain an understanding of the important role played by small businesses in the economy of Wales and the rest of the UK. In addition, learners will identify the opportunities that exist for entrepreneurs, as well as the importance of established business and not-for-profit organisations in providing goods and services.

How will I be assessed?

AS Unit 1: Business Opportunities will be assessed through a written examination

- **1 hour 15 mins** Short answer and structured questions.
- **15% of qualification** Business opportunities, business start-ups, SMEs and other types of business organisations and the markets in which they operate.
- **60 Marks**

AS Unit 2: Business Functions will be assessed through a written examination

- **2 hours** Data response questions. Covers the full AS content.
- **25% of qualification**
- **80 Marks**

A Level Unit 3: Business Analysis and Strategy will be assessed through a written examination

- **2 hours 15 minutes** Data response plus structured questions.
- **30% of qualification** Business strategy and analytical techniques used in the business decision-making process.
- **80 Marks**

A Level Unit 4: Business in a Changing World will be assessed through a written examination

- **2 hours 15 minutes** Case study and questions plus one essay from a choice of three.
- **30% of qualification** Covers the full A level content.
- **80 Marks**

Careers with AS/A Business

Learners studying the WJEC AS/A Business qualification will have the opportunity to develop a wide range of essential skills required for higher education and employment.

This specification provides a suitable foundation for the study of business or a related area through a range of higher education courses, progression to the next level of vocational qualifications or employment. In addition, the specification provides a coherent, satisfying and worthwhile course of

study for learners who do not progress to further study in this subject.

Careers that may be of interest for those undertaking business qualifications are:

- Finance
- Marketing
- Human resources
- Business management
- Retail management