

GCE AS and A LEVEL BUSINESS (Wales)

SUMMARY OF ASSESSMENT

SUMMER 2022 ONLY

This specification is divided into a total of 4 units, 2 AS units and 2 A2 units.

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| AS Unit 1  Business Opportunities  Written examination: 1 hour 15 minutes  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. Covering the unit content apart from the content stated on the summary page. |
| AS Unit 2  Business Functions  Written examination: 2 hours  80 marks |
| Data response questions.  Covers the full AS content. Covering the unit content apart from the content stated on the summary page. |

**A Level (based on A2 units only in 2022)**

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| A2 Unit 3  Business Analysis and Strategy  Written examination: 2 hours 15 minutes  80 marks |
| Data response plus structured questions.  Business strategy and analytical techniques used in the business decision-making process. Covering the unit content apart from the content stated on the summary page. |
| A2 Unit 4  Business in a Changing World  Written examination: 2 hours 15 minutes  80 marks |
| Case study plus one essay from a choice of three.  Covers the full A level content, apart from the content stated on the summary page. |

This adapted version of GCE Business is available for entry in 2022 only. Candidates entering the qualification in 2023 should use the approved [specification](https://www.wjec.co.uk/qualifications/business-as-a-level/#tab_overview).

**GCE Business Summary Page**

**AS**

**Unit 1: Business Opportunities Written examination**

**Assessment:**

There are no changes to the assessment structure of this unit.

**Content:**

We will streamline content to be assessed so that the following topic content areas will not be subject to assessment in 2022:

Business plans:

* Explain the purpose and main components of a business plan
* Evaluate the importance of a business plan

Markets:

* Explain what is meant by market segmentation
* Explain how markets are segmented
* Evaluate the importance and impact of segmentation to a business and its customers

Business location:

* Explain the factors that need to be considered when locating a new business
* Analyse these factors in relation to the needs of the business
* Evaluate the choice of different locations for a new business

**Unit 2: Business Functions Written examination**

**Assessment:**

There are no changes to the assessment structure of this unit.

**Content:**

We will streamline content to be assessed so that the following topic content areas will not

be subject to assessment in 2022:

Cash flow forecasting:

* Explain what is meant by a cash flow forecast
* Construct, calculate and interpret cash flow forecasts
* Evaluate the impact of a cash flow forecast on a business and its stakeholders
* Explain the causes of cash flow problems
* Explain strategies by which a business can improve cash flow
* Evaluate the strategies a business uses to improve cash flow problems
* Explain the benefits and limitations of cash flow forecasts

Recruitment:

* Explain what is meant by the recruitment process
* Explain what is meant by internal and external recruitment
* Explain what is meant by job analysis, job description and person specification
* Evaluate appropriate methods of selecting different types of employee for different types of job including interviews, work trials, testing, selection exercises and telephone interviews
* Evaluate the importance of recruitment to a business and its stakeholders

Appraisal:

* Explain what is meant by appraisal
* Explain different methods of appraisal including superior’s assessment, peer assessment, self-assessment and 360 degree feedback
* Understand how appraisal can benefit both the business and its employees
* Evaluate the importance and impact of appraisal for a business and its stakeholders

Organisational design:

* Explain what is meant by organisational design
* Understand what is meant by authority, responsibility, chain of command, span of control, delegation, hierarchy, centralisation and decentralisation, empowerment and delayering
* Explain the characteristics of different organisational structures including hierarchical (flat and tall) and matrix structures
* Explain the advantages and disadvantages of changing organisational structures and delayering
* Evaluate the choice between empowerment and control of the workforce
* Evaluate the appropriateness of different organisational structures to a business and its stakeholders

Lean production:

* Explain what is meant by lean production
* Explain the range of lean production practices that are used to reduce waste and improve productivity including kaizen (continuous improvement), just-in-time, cell production and time-based management
* Evaluate the importance and impact of lean production for businesses and their stakeholders

Purchasing:

* Explain the importance of purchasing and working with suppliers
* Explain what is meant by stock control
* Understand the importance of controlling stock
* Explain methods of stock control including traditional stock control methods, just-in-time and computerised stock control
* Interpret stock control diagrams and explain the main components including re-order level, lead time, buffer stock and minimum stock level
* Evaluate the importance and impact on businesses and their stakeholders of holding too much or too little stock

**A level**

**Unit 3: Business Analysis and Strategy Written examination**

**Assessment:**

There are no changes to the assessment structure of this unit.

**Content:**

We will streamline content to be assessed so that the following topic content areas will not

be subject to assessment in 2022:

Price and income elasticity of demand:

* Calculate price and income elasticity of demand
* Interpret numerical values of price and income elasticity of demand
* Evaluate the impact of changes in price and income on business revenue

Budget variances:

* Explain what is meant by a budget variance
* Calculate budget variances
* Analyse budgets and budget variances
* Evaluate the use and impact of budgets and budget variances for a business and its stakeholders

Porters Five Forces framework:

* Apply Porter’s Five Forces framework to a specific business

Rationalisation:

* Explain what is meant by rationalisation
* Explain the factors that affect decisions about rationalisation
* Evaluate the impact of the choice of rationalisation on a business and its stakeholders

Decision trees:

* Explain the nature and purpose of decision tree analysis commenting on the benefits and limitations of the technique
* Construct decision trees, interpret and evaluate the results
* Evaluate the advantages and disadvantages of using decision trees

Critical path analysis:

* Explain the nature and purpose of critical path analysis (CPA), commenting on the benefits and limitations of the technique
* Complete CPA diagrams, interpret and evaluate the results
* Evaluate the advantages and disadvantages of using CPA

Investment appraisal:

* Explain what is meant by investment appraisal
* Explain the purpose of investment appraisal
* Calculate and interpret the payback period of an investment in years and months
* Calculate and interpret the average rate of return (ARR) of an investment
* Use discounted cash flow (DCF) to calculate and interpret the net present value (NPV) of an investment (discount factors will be provided and do not need to be calculated)
* Evaluate the advantages and disadvantages of the different investment appraisal methods to a business and its stakeholders
* Evaluate the viability of investment options, taking into account both quantitative and qualitative factors, to make recommendations

**Unit 4 Business in a Changing World Written examination**

**Assessment:**

There are no changes to the assessment structure of this unit.

**Content:**

We will streamline content to be assessed so that the following topic content areas will not

be subject to assessment in 2022:

**The European Union:**

* Explain the nature and purpose of the European Union (EU) and the single European market
* Explain the impact of the EU on businesses in Wales and the rest of the UK, including free movement of goods, labour and capital, legislation, regulations and standards
* Evaluate the impact of the EU on businesses and their stakeholders
* Explain what is meant by the single European currency (the euro) and the Eurozone
* Evaluate the costs and benefits of the single European currency to businesses and their stakeholders
* Evaluate the impact to UK businesses of being a member of the EU and the Eurozone
* Evaluate the impact to UK businesses of not being a member of the EU and the Eurozone