



**I. Examination board
and course title:
Pearson Edexcel Level
3 Advanced GCE in
Business**

GDA



2. Course overview

The Pearson Edexcel Level 3 Advanced GCE in Business are to enable students to:

- develop an enthusiasm for studying business
- gain a holistic understanding of business in a range of contexts
- develop a critical understanding of organisations and their ability to meet society's needs and wants
- understand that business behaviour can be studied from a range of perspectives
- generate enterprising and creative approaches to business opportunities, problems and issues
- be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- acquire a range of relevant business and generic skills, including decision making, problem solving,
- the challenging of assumptions and critical analysis
- apply numerical skills in a range of business contexts.

3. Assessment outline

The course is made up of four core themes assessed across 3 exam papers.

Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).

Paper 1: Marketing, people and global businesses

*Paper code: 9BS0/01

- Externally assessed
- Availability: May/June
- First assessment: 2017

35% of the
total
qualification

Overview of content

Paper 1 will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national and global contexts.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

Paper 2: Business activities, decisions and strategy

*Paper code: 9BS0/02

- Externally assessed
- Availability: May/June
- First assessment: 2017

35% of the
total
qualification

Overview of content

Paper 2 will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

Paper 3: Investigating business in a competitive environment

*Paper code: 9BS0/03

- Externally assessed
- Availability: May/June
- First assessment: 2017

30% of the
total
qualification

Overview of content

Paper 3 will assess content across all four themes. Questions will be drawn from local, national and global contexts.

For Paper 3, there will be a pre-released context document issued on our website in November of the previous year. A new context will be given to centres each year and will relate to the examination series for the following summer.

The context will focus on a broad context, such as an industry or market in which businesses operate. The question paper will be in two sections.

The first section will focus on the broad context provided. This will be outlined to centres through the pre-released document. Questions will focus on the broad context.

The second section will focus on at least one strand within the context provided, such as a particular business.

Each section will contain unseen stimulus materials comprising quantitative and qualitative evidence. Students are required to apply their knowledge and understanding from Themes 1, 2, 3 and 4 and their understanding of the broad

Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

4. Entry requirements

Students must have achieved at least a grade 5 in GCSE across a range of GCSE subjects and a 5 in GCSE English. Studying a computing qualification previously is not a prerequisite for joining the course. Career pathways/education progression.

5. Career pathways.

A wide range of business-related courses are available to study at university such as management, marketing, finance, accounting, banking, retailing, manufacturing and local government.