

### **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).

# Pearson Edexcel Level 3 Advanced GCE In Business (9BS0)

## Qualification At A Glance

## 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 context to this evidence.

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.

# Assessment Objectives and weightings

Students must:		% in GCE
<b>A01</b>	Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues	20-22
<b>A02</b>	Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues	22-24
<b>A03</b>	Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences	28-30
<b>A04</b>	Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues	26-28
<b>Total</b>		<b>100%</b>

# Group task

- Marketing agency
- Event planning service
- Tutoring service
- Cleaning and maintenance Service
- IT support service
- Delivery and courier service

Prepare a presentation of your findings