

A Student's Guide to the AS and Advanced GCE in

Economics & Business Studies (Nuffield)

What do I need to know or be able to do before taking this course?

You do not need to have studied economics or business at GCSE level in order to take an AS or Advanced GCE course in this joint subject. Some GCSE topics will be developed at AS and Advanced GCE but these can be readily learned and understood by students new to the subject. It is more important that you have a lively and enquiring mind, an interest in business and economic affairs and a desire to explore new ideas and communicate them effectively.

What will I learn on this Advanced GCE course?

- ◆ How to develop an understanding of relevant economic and business concepts and theories and an ability to apply them to a range of real-world issues.
- ◆ How to apply economic and business concepts and theories in a range of contemporary contexts and appreciate their value and limitations in explaining real world phenomena.
- ◆ How to acquire the ability to make decisions in the light of evaluation, quantification and management of economic and business information.
- ◆ Awareness that economic and business behaviour can be studied from the perspectives of a range of stakeholders including customers, managers, creditors, owners/shareholders employees and society.
- ◆ How to analyse, explain and evaluate the strengths and weaknesses of the market economy and the role of citizens, businesses and governments within it.

What kind of student is this course suitable for?

This course will appeal to you if you:

- ◆ wish to pursue a career in business or as an economist
- ◆ have completed GCSE courses in economics and/or business and wish to further your studies
- ◆ enjoy studying a subject that affects your own everyday life
- ◆ want to keep their options open – economics and business can be combined with a wide range of science, social science and humanities subjects.



What examinations will I have to take to get my qualification?

AS

AS is short for Advanced Subsidiary. This is the first half of the Advanced GCE course. It is a stepping-stone to the full Advanced GCE qualification. You can take the AS on its own, if you and your teacher agree that this is best for you. You can even decide at the end of the AS course whether or not to continue to take the full Advanced GCE qualification.

The AS consists of Assessment Units 1, 2 and 3 (based on content Modules 1, 2 and 3) and may be awarded as a discrete qualification or counts for 50% of the full Advanced GCE.

Module 1 - Objectives

Objective 1 What do people want?

Why be in business? Are customers demanding? Why do people work? What does the government want? Who cares?

Objective 2 What does business do?

What makes a market? What adds value? What makes a product? How is a profit made? How is profit measured?

Module 2 – Efficiency

Efficiency 1 What makes firms effective?

What is culture? How are people managed? Can costs be cut? What is efficiency? How is effectiveness analysed?

Efficiency 2 Do markets work?

How do markets work? Where does the power lie? Profit or pollution? Are markets equitable? Is the government always right?

Module 3 - Changes

Change 1 What are the challenges?

How do markets change? Rivalry or collaboration? Will total output change? Unemployment or inflation? Why trade?

Change 2 Which way forward?

Why are business plans important? What makes markets grow? What makes an economy grow? Can we control the economy? What should governments spend?

AS Assessment Units

Unit 1 - 1 hour 15 minute written paper on Module 1; 1 from 2 evidence questions and 1 from 2 questions involving extended writing.

Unit 2 - 1 hour 45 minute written paper on Modules 2 and 3; 4 evidence questions plus 1 from 2 extended writing questions and 1 from 2 structured questions.

Unit 3 - 2 pieces of coursework – one on Module 1 and another piece on either Module 2 or Module 3. Each portfolio piece should be 1,250 words in length.

A2

The full Advanced GCE qualification is made up of the AS assessment units plus three more units which are studied at a higher level, known as A2 (based on content Modules 4, 5 and 6). You don't necessarily have to take the full Advanced GCE qualification; you can still get a certificate just for the AS, and your teacher will advise you on what is best. If you do decide to take the second half of the course it will cover the three units described below.

Module 4 – Competitiveness

Competitiveness 1 What shapes the contest?

What makes a difference? Is there a strategy? Is the price right? Is the product right? In search of dominance?

Competitiveness 2 How competitive?

An enterprising environment? Power or competitiveness? Is the market competitive? Is power controlled? Whose advantage?

Modules 5 And 6

Two from three options:

Option 1 What is the global future?

Enquiry 1: What is globalisation? Enquiry 2: What is the role of business? Enquiry 3: What is the impact on people? Enquiry 4: Is globalisation ethical? Enquiry 5: Deregulation or control?

Option 2 Can there be certainty?

Enquiry 1: Opportunities or constraints? Enquiry 2: Going for growth? Enquiry 3: Boom or bust? Enquiry 4: Retreat or recovery? Enquiry 5: Will there be certainty?

Option 3 Competition, conflict or consensus?

Enquiry 1: Does the market motivate? Enquiry 2: Who makes relationships? Enquiry 3: What do accounts reveal? Enquiry 4: What's being counted? Enquiry 5: Whose responsibility?

A2 Assessment

Unit 4 - 1 hour 45 minute written examination – a portfolio-style question based on pre-issued evidence on Module 4 with additional evidence in the examination room.

Unit 5 (synoptic) - a mix of question types on Options 1, 2 and 3. Students choose 2 options on which to answer questions.

Unit 6 – 2 pieces of coursework – one on each of the chosen options. Each portfolio piece should be 1,500 words in length.

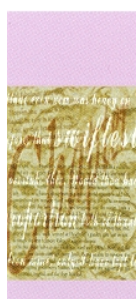
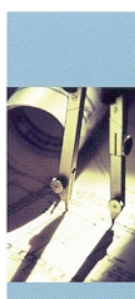
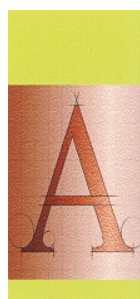
How can I develop my full range of skills by doing this course?

As well as covering advanced level study of economics and business studies, this course will enable you to develop some Key Skills, which will be essential to you whatever you go on to do afterwards. The Key Skills you can develop during this course are:

- ◆ Communication
- ◆ Application of Number
- ◆ Information Technology
- ◆ Problem Solving
- ◆ Working With Others
- ◆ Improving Own Learning and Performance

What could I go on to do at the end of my course?

Students with AS or Advanced GCE Economics and Business Studies (Nuffield) have access to a wide range of possible careers and higher education opportunities. You will learn and use a variety of transferable skills throughout the course, including analysing and evaluating business and economic information from different sources, developing written communication skills and learning how to solve problems. Such skills are in great demand and are recognised by employers, universities and colleges as being of great value. This subject combines well with a range of social science and humanities subjects to lead to higher education courses in areas such as law, business, accounting, geography, economics or politics.



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