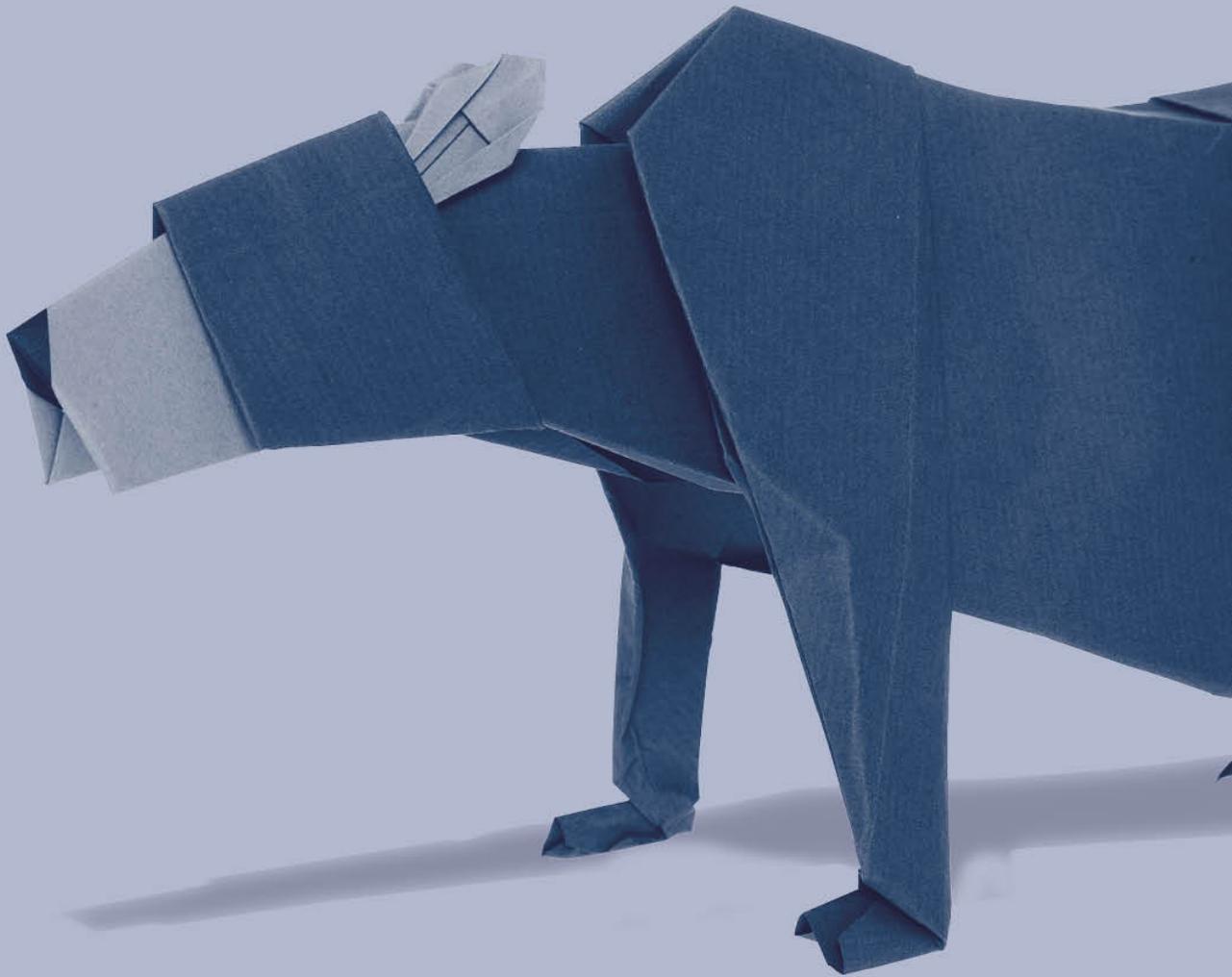


# AS and A Level Business



## SPECIFICATION MAPPING

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Staying with or switching to Pearson Edexcel Business

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# Switching to Pearson Edexcel Business from AQA and OCR

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## Introduction

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Whether you are thinking of staying with or switching to Pearson Edexcel for the 2015 AS and A level Business specifications, this document is an easy reference guide to help you identify key comparisons and differences between the specifications.

The *Getting Started Guide* for AS and A level Business – available free on the Business pages of the Edexcel website – includes detailed coverage of the principles behind all the changes and the support available to help you deliver the new courses from 2015.

### Changes to content

In developing the 2015 specifications we have retained the strengths of the 2008 Business specifications:

- engaging and updated content
- real-life businesses in all assessments
- global focus
- pre-released context in A level.

Changes have been made to the specification content and the assessments to ensure the revised subject content and assessment requirements for business are met and to bring the specification up-to-date:

- **The digital economy:** this content has been included to ensure the course is relevant and up-to-date. References to the digital economy reflect the dynamic and changing nature of business.
- **Business choices:** the ideas of opportunity cost and trade-offs have been included to support the development of analytical skills through enabling students to consider the implications of choice and think logically when considering business strategy.
- **Entrepreneurship and enterprise:** this topic is engaging for students as many have real-life references on which to build and aspire to be entrepreneurs themselves. This topic also supports an awareness of a range of business types and sizes.
- **Raising finance:** this content has been included to underpin student understanding of how businesses are funded. It provides an important background and introduction to the finance topics, such as financial statements. This content also builds on the enterprise content introduced in Theme 1.
- **Global business and focus:** Theme 4 focuses on global business and the global context. This theme demonstrates how business concepts and theories can be applied in different and real-world contexts. The global context is important in developing student understanding that businesses do not operate in isolation, that businesses have global reach, the implications of trading globally and how this is becoming increasingly important. Students have the opportunity to apply their business knowledge in any context. The global context also makes the course relevant and current, reflecting the business world students will encounter when they enter employment.

### Changes to assessment

Changes have been made to the approach of the AS level and A level assessments to ensure they are clear and consistent, enabling students to understand the skills they are required to demonstrate within assessments:

- A reduction in the variety of **command words** used, careful definition of the skills that comprise each command word and consistent application of the command words within and across assessments.
- **Skills based mark schemes** that focus on the qualities students are required to demonstrate in their answers rather than the quantity of points within responses. Clarity of the skills comprising each command word reflects how teachers and examiners describe the qualities of student work, so the expectations are clear for teachers and for markers and reduces subjectivity.
- **Short-answer questions** that focus on knowledge, understanding and application. These ensure the integration of assessment objectives within questions so they are not considered in isolation, support the application of knowledge to real business contexts and require students to demonstrate a holistic understanding of business through making connections between their knowledge and these business applications.
- A focus on the skills required for progression to university and employment within the **pre-released context** in A level Paper 3.

### Mapping to the 2008 specifications

This guide maps the current (2008) A level specifications for Pearson Edexcel, AQA and OCR to the new (2015) A level specification for Pearson Edexcel so you can identify key comparisons and differences to support your planning and delivery of the new specifications. We have also mapped from Pearson Edexcel's GCSE in Business to show how the content is developed from GCSE to the new A level.

A separate mapping document is available for centres switching from Applied A level to the new AS and A levels in Business from 2015.

The specifications must be referred to as the authoritative source of information.

## Specification map: from 2008 Pearson Edexcel

2008 Pearson Edexcel specification			2015 Pearson Edexcel specification
Unit	Section	Topic	
1	1.3.1	Characteristics of entrepreneurs	1.5.2
		What motivates entrepreneurs?	1.5.2
		Leadership styles	1.4.5, 1.5.6
	1.3.2	What makes a market? What should firms supply?	1.2.1, 1.2.2, 1.2.3
		Identifying what consumers want or need	1.1.2, 1.2.1, 1.2.2, 1.2.3
	1.3.3	Researching demand for the business idea	1.1.2
		Is there a market for the business idea?	1.1.1, 1.1.3
		Positioning the business idea	1.1.3, 1.3.2
		Product trial	-
		Opportunity costs of developing one business idea as opposed to another	1.5.5
	1.3.4	Current economic climate	2.5.1
	1.3.5	Sources of finance	2.1.1, 2.1.2, 2.1.3
	1.3.6	Estimation of sales levels, costs and profit	1.3.3, 2.2.2
		Break-even revenue level	2.2.3
		Measurement of profit	2.3.1
	1.3.7	Creation of a business plan	2.1.4 (relevance of a business plan)
	2	2.3.1a	Marketing objectives and strategy
Identification of marketing mix			1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5
Price elasticity of demand			1.2.4
2.3.2a		Product or service design	1.3.1
		Productivity and efficiency	2.4.1
		Capacity utilisation	2.4.2
		Stock control	2.4.3
		Lean management	2.4.3
		Quality management techniques	2.4.4
		Consumer protection legislation	2.5.2
2.3.3a		Budgets	2.2.4

		Sales forecast	2.2.1
		Cash flow forecasting	2.1.4
		Managing working capital	2.3.2
		Differences between cash and profit	2.3.1
		Why businesses fail	2.3.3
	2.3.4a	Different types of organisational structures	1.4.3
		Recruitment and training	1.4.2
		Motivation of staff	1.4.4
		How managers can get the best from staff	1.4.4
		Reduction of labour costs	1.4.1
<b>3</b>	3.3.1	Product or market conditions that may prompt a business to trade internationally	4.1.2, 4.1.3, 4.1.5, 4.2.1, 4.2.5
	3.3.2	What will be the likely impact of the growing economic power of China and India on individuals, national and multinational firms in the 21st century?	4.1.1
	3.3.3	Assessment of country markets	4.2.2
		Comparative advantage and the role of specialisation by countries	4.1.2 (the link between business specialisation and competitive advantage)
	3.3.4	Responsibility to stakeholders	4.2.3, 4.4.2
		Social/cultural differences in doing business	4.3.3, 4.2.4
		The purpose of tariffs, laws, import quotas	4.1.4
	3.3.5	Global industries	4.3.1
		Global marketing	4.3.1, 4.3.3
		Global niche markets	4.3.2
	3.3.6	Benefits that multinationals bring to overseas countries	4.4.1
		Potential negative impact of multinationals on overseas countries	4.4.1
		Can multinational firms be controlled?	4.4.3
<b>4</b>	4.3.1a	Corporate objectives	3.1.1
		Stakeholder influences on corporate objectives	3.4.1, 3.4.3, 3.4.4
		Corporate culture	3.4.2
		Corporate strategy	3.1.2, 3.1.4
	4.3.2a	Decision making model	3.1.2
		Investment appraisal	3.3.2

		Decision trees	3.3.3
		Project planning and network analysis	3.3.4
		Contribution, special order decisions	-
		Business contingency planning	3.1.2, 3.6.3
	4.3.3a	Interpretation of financial statements	3.5.1, 3.5.2
		Human resource competitiveness	3.5.3
	4.3.4a	Nature of company growth	3.2.1, 3.2.2, 3.2.3
		Effects of growth	3.2.1, 3.2.2, 3.2.3, 3.2.4

## Specification map: from 2008 AQA

2008 AQA specification			2015 Pearson Edexcel specification	
Unit	Section	Topic		
1	Starting a business	Enterprise	1.5.1, 1.5.2, 1.5.5	
		Generating and protecting business ideas	1.1.1, 1.5.1, 1.5.4	
		Transforming resources into goods and services	1.1.3	
		Developing business plans	2.1.4 (relevance of a business plan)	
		Conducting start-up market research	1.1.2	
		Understanding markets	1.1.1, 1.1.2, 1.2.1	
		Choosing the right legal structure for the business	1.5.4	
		Raising finance	2.1.1, 2.1.2	
		Locating the business	-	
		Employing people	1.4.1	
	Financial planning	Calculating costs, revenues and profits	2.2.2, 2.3.1	
		Using break-even analysis to make decisions	2.2.3	
		Using cash flow forecasting	2.1.4	
		Setting budgets	2.2.4	
		Assessing business start ups	1.5.3, 2.3.3	
	2	Finance	Using budgets	2.2.4
			Improving cash flow	2.1.4
Measuring and increasing profit			2.3.1	
People in business		Improving organisational structures	1.4.3	
		Measuring the effectiveness of the workforce	3.5.3	
		Developing an effective workforce: recruitment, training and selection	1.4.2	
		Developing and retaining an effective workforce: motivating employees	1.4.4	
Operations management		Making operational decisions	2.4.2	
		Developing effective operations: quality	2.4.4	
	Developing effective operations: customer service	-		

		Working with suppliers	-
		Using technology in operations	-
	Marketing and competitive environment	Effective marketing	1.3.5
		Designing an effective marketing mix	1.3.5
		Using the marketing mix: product	1.3.1, 1.3.5, 3.1.2
		Using the marketing mix: promotion	1.3.2
		Using the marketing mix: pricing	1.3.3
		Using the marketing mix: place	1.3.4
		Marketing and competitiveness	1.1.1, 1.3.5, 3.1.2, 3.1.4
<b>3</b>		Functional objectives and strategies	Using objectives and strategies
	Financial strategies and accounts	Understanding financial objectives	-
		Using financial data to manage and assess performance	3.5.1
		Interpreting published accounts	3.5.1, 3.5.2
		Selecting financial strategies	-
		Making investment decisions	3.3.2
	Marketing strategies	Understanding marketing objectives	-
		Analysing markets and marketing	3.3.1
		Selecting marketing strategies	3.1.2, 4.3.1
		Developing and implementing marketing plans	-
	Operational strategies	Understanding operational objectives	-
		Operational strategies: scale and resource mix	2.4.1, 3.2.1
		Operational strategies: innovation	-
		Operational strategies: location	4.2.3
		Operational strategies: lean production	2.4.3, 3.3.4
	Human resource strategies	Understanding HR objectives and strategies	-
		Developing and implementing workforce plans	-
		Competitive organisational structures	1.4.3
		Effective employer/employee relations	1.4.1
	<b>4</b>	Corporate aims and objectives	Understanding mission, aims and objectives

	Assessing change in the business environment	The relationship between businesses and the economic environment	3.1.4, 4.1.1
		The relationship between businesses and the political and legal environment	2.5.1, 2.5.2
		The relationship between businesses and the social environment	3.1.4
		The relationship between businesses and the technological environment	3.1.4
		The relationship between businesses and the competitive environment	3.1.4
	Managing change	Internal causes of change	3.6.1
		Planning for change	3.6.3
		Key influences on the change process: leadership	3.6.2
		Key influences on the change process: culture	3.4.2, 3.6.2
		Making strategic decisions	3.4.1
		Implementing and managing change	3.6.2

## Specification map: from 2008 OCR

	2008 OCR specification	2015 Pearson Edexcel specification
Unit	Topic	
<b>F291</b>	The nature of business	1.1.2, 1.1.3, 1.4.2, 1.5.5, 2.1.1, 2.1.2, 2.1.3, 2.1.4, 3.4.3
	Classification of business	1.5.4, 2.3.1, 3.2.1
	Objectives	1.5.3, 3.1.1, 3.4.3
	Other influences	1.2.1, 1.2.2, 1.2.3, 2.5.3, 3.1.4, 3.4.3
<b>F292</b>	Marketing	1.1.1, 1.1.2, 1.2.4, 1.2.5, 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5
	Accounting and finance	2.1.4, 2.2.2, 2.2.3, 2.2.4, 3.3.2, 3.5.1
	People in organisations	1.4.3, 1.4.4, 1.4.5, 3.5.3
	Operations management	2.4.1, 2.4.2, 2.4.3, 2.4.4
<b>F293</b>	Marketing	1.1.1, 1.1.2, 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5, 2.5.2, 4.3.1
<b>F294</b>	Accounting	2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.2.3, 2.2.4, 2.3.1, 2.3.2, 3.3.2, 3.5.1
<b>F295</b>	People in organisations	1.4.1, 1.4.2, 1.4.4, 1.4.5, 2.5.2, 3.5.3
<b>F296</b>	Business production	2.2.2, 2.2.3, 2.4.1, 2.4.2, 2.4.3, 2.4.4, 3.2.1, 3.4.4
<b>F297</b>	Business objectives and strategy	1.5.3, 3.1.1, 3.1.2, 3.1.3, 3.4.3
	Business analysis	2.2.4, 2.3.1, 2.3.2, 3.1.1, 3.1.2, 3.1.4, 3.3.3, 3.3.4, 3.5.2, 3.5.3
	External influences	2.5.1, 2.5.2, 3.1.4, 3.4.4, 4.2.5
	Change	1.4.1, 3.6.1, 3.6.2, 3.6.3

## Specification map: from Pearson Edexcel GCSE in Business Studies

This specification map is intended to demonstrate the links in content from the GCSE to the A level – the specifications must be consulted to determine the appropriate breadth and depth of study for each qualification.

Pearson Edexcel GCSE Business			2015 Pearson Edexcel A level specification
Unit	Section	Topic	
<b>1</b>	1.1	Spotting a business opportunity	1.1.2, 1.1.3
	1.2	Showing enterprise	1.5.1, 1.5.2
	1.3	Putting a business idea into practice	1.5.2, 1.5.3, 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.2.1, 2.2.2, 2.3.1
	1.4	Making the start-up effective	1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.4.2, 2.1.3
	1.5	Understanding the economic context	1.2.3, 2.5.1, 3.4.3
<b>3</b>	3.1	Marketing	1.1.2, 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5
	3.2	Meeting customer needs	2.4.1, 2.4.2, 2.5.2
	3.3	Effective financial management	2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.2.2, 2.2.3
	3.4	Effective people management	1.4.3, 1.4.4
	3.5	The wider world affecting business	2.5.1, 2.5.2, 3.4.4, 4.1.1, 4.1.4, 4.4.1