



CAMBRIDGE AS & A LEVEL BUSINESS COURSEBOOK

CUSTOMER SUPPORT

New Syllabus changes for
teaching Cambridge
International AS and A
Level Business

For first examination from
2016

Cambridge International Examinations is making changes to its AS and A Level Business (9609) syllabus for first examination from 2016.

The **main** syllabus changes are:

- Change of name from Business Studies to Business
- Replacement of syllabus content headings “core” and “extended” with “AS” and “additional A level”. AS content is examined in Papers 1 and 2 and all A level content (AS plus additional A level material) is examined on Paper 3



- The incorporation of six ‘key concepts’ which run through the AS and A level syllabus. These are already well known to teachers and are:
 - Change
 - Management
 - Customer focus
 - Innovation
 - Creating value
 - Strategy

Their purpose is to encourage students to make links between topics in the syllabus and so deepen their understanding of Business. The new edition of the Coursebook provides links to these key concepts in all chapters where appropriate.

In addition to the main syllabus changes, there are also some more minor changes, these are outlined below:

- Some topics have moved from AS Level to A Level and vice versa; a small number of A Level topics have been deleted
- Some new topics have been incorporated into the syllabus to reflect their growing importance for anyone studying for an international Business qualification.
- Small changes to weightings of AOs in the syllabus to better reflect the nature of the papers. The specimen materials have been updated to reflect these changes
- Further details of these and the changes in content can be obtained from:

<http://www.cie.org.uk/images/165444-2016-2018-syllabus.pdf>

There are no changes to

- The ways in which the qualification can be taken

- The forms of assessment and construction of question papers and the weightings of these papers in the awarding of AS and A level qualifications

What do these changes mean for the CIE Business resource suite from Cambridge?

The skills demanded from candidates remain the same and are fully covered in the resources that have been produced by Cambridge for the third edition of the Coursebook, the student CD that the Coursebook contains and the accompanying teacher CD.

These resources though will be more extensive and include

- A new edition of the Coursebook produced by Peter Stimpson and Alistair Farquharson that is fully consistent with the new syllabus. This book also includes new and updated self-assessment activities, most of which focus on international examples.
- A new and more extensive Student CD produced by the Coursebook authors that includes features such as mind maps, multiple choice questions and how to revise for examinations and other features
- A new Teacher CD that now incorporates answers to the self-assessment activities in the Coursebook as well as other teacher aids.

The main syllabus changes are set out in the following page. It should be stressed that these are less significant at AS Level; the current Coursebook is still very relevant for the first Unit of the Business syllabus for teaching starting in September 2014.



2014 Syllabus Change (Numbers indicate syllabus section)	How to use the current 2nd edition for this syllabus change
<u>AS Level</u> Business and its environment: 1. Enterprise – creating value	Chapter 1 – Value added
2. Business structure - cooperatives and joint enterprises	Chapter 2 – Covers both of these structures
4. Business objectives – CSR	Chapter 4 – Covers this corporate objective
5. Stakeholders – listing stakeholder groups	Chapter 5 – Covers these groups’ roles, rights and responsibilities
<u>A Level</u> Business and its environment: 6. External influences on business activity – Social: CSR and social auditing	Chapter 6 – Both covered in this existing chapter
7. Size of business – Why a merger/takeover could fail	Chapter 3 - Synergy – and possible lack of it – is covered in this chapter.
<u>AS Level</u> People in organisations 2. Different pay systems and fringe benefits	Chapter 9 – these are covered in this chapter
<u>A Level</u> People in organisations 3. Hard/soft HRM and flexible contracts Revised material on Trade Unions	Chapter 10 – these issues are covered in this chapter – TU material must be used selectively
<u>AS Level</u> Marketing 1. Product and market orientation	Chapter 14 – these issues are covered in this chapter
2. Deletion of requirement to draw graphs, pie charts etc for market research data	Chapter 15 -this section need not be covered
3. USP/PED/product portfolio analysis	Chapter 16 – covered in this chapter
3. Packaging	Chapter 17 – covered in this chapter
3. Using the Internet for 4Ps and 4Cs	Chapter 17 – issue introduced in this chapter
<u>A Level</u> Marketing 5. Globalisation and marketing to BRICs	Chapter 19 – covered in this chapter but reference to BRICs needs to be added
<u>AS Level</u> Operations and Project management 2. Process innovation 2. Economies/diseconomies of scale – impact on unit costs	Chapter 21 – both issues considered in this chapter



AS Level Finance and accounting 2. Specific sources of internal and external finance	Chapter 26 – nearly all of these are covered by this chapter
3. Margin of safety	Chapter 28
4. New terminology (A Level too)	Chapters 31 and 32 make some references to most of these terms
5. Forecasting and managing cash flows	Chapter 27 – covers these topics