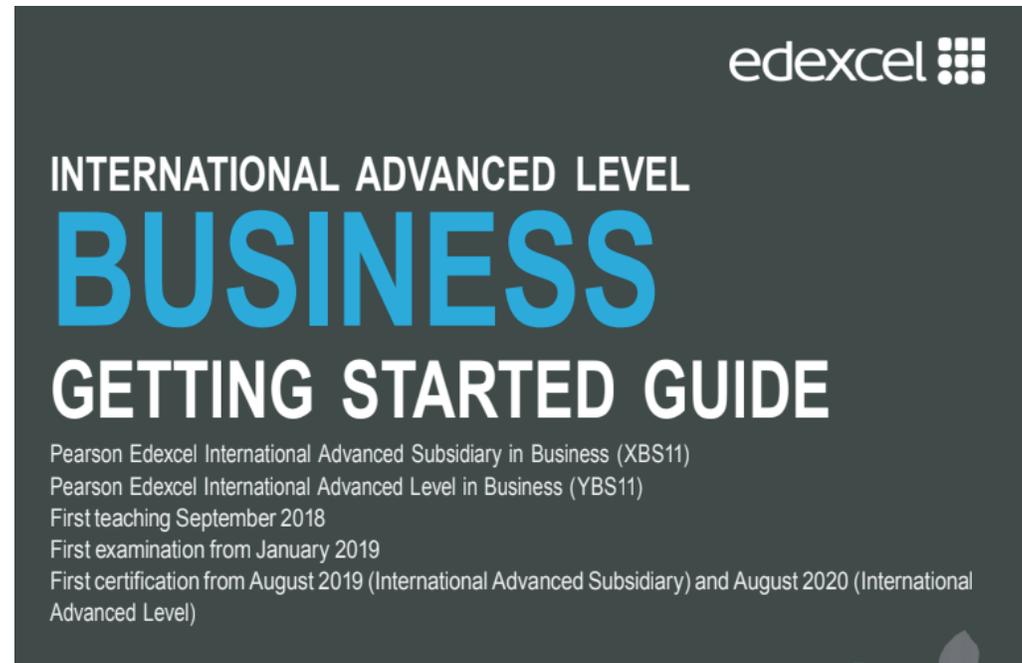


International Advanced Level (IAL) in Business qualification



Edexcel Key Principles

- Clear specification
- Progression, not repetition
- Reflect today's global world
- Clear assessments
- Clear mark schemes
- Skills for progression into the real world

Structure

- **Pearson Edexcel International Advanced Subsidiary in Business (AS)**
- This qualification consists of two externally-examined units. The International Advanced Subsidiary is the first half of the International Advanced Level qualification and consists of two IAS units, Units 1 and 2. This qualification may be awarded as a discrete qualification or may contribute 50 per cent towards the International Advanced Level qualification.
- **Pearson Edexcel International Advanced Level in Business (A2)**
- This qualification consists of four externally-examined units. The International Advanced Level consists of the two IAS units (Units 1 and 2) plus two IA2 units (Units 3 and 4).
- Students wishing to take the International Advanced Level must, therefore, complete all four units.

Content

<p>Unit 1: Marketing and people</p> <p>1.3.1 Meeting customer needs</p> <p>1.3.2 The market</p> <p>1.3.3 Marketing mix and strategy</p> <p>1.3.4 Managing people</p> <p>1.3.5 Entrepreneurs and leaders</p>	<p>Unit 2: Managing business activities</p> <p>2.3.1 Planning a business and raising finance</p> <p>2.3.2 Financial planning</p> <p>2.3.3 Managing finance</p> <p>2.3.4 Resource management</p> <p>2.3.5 External influences</p>
<p>Unit 3: Business decisions and strategy</p> <p>3.3.1 Business objectives and strategy</p> <p>3.3.2 Business growth</p> <p>3.3.3 Decision-making techniques</p> <p>3.3.4 Influences on business decisions</p> <p>3.3.5 Assessing competitiveness</p> <p>3.3.6 Managing change</p>	<p>Unit 4: Global business</p> <p>4.3.1 Globalisation</p> <p>4.3.2 Global markets and business expansion</p> <p>4.3.3 Global marketing</p> <p>4.3.4 Global industries and companies (multinational corporations)</p>

Assessment

Unit	IAS or IA2	Assessment Information	Marks and length of examination
Unit 1: Marketing and people	IAS	Section A: Short- and extended-response questions based on sources (30 marks) Section B: Short- and extended-response questions based on sources (30 marks) Section C: One 20-mark essay question, based on one or more sources (20 marks)	80 marks 2 hours
Unit 2: Managing business activities	IAS	Same as Unit 1	80 marks 2 hours
Unit 3: Business decisions and strategy	IA2	Section A: Short- and extended-response questions based on sources (40 marks) Section B: One essay question, based on one or more sources (20 marks) Section C: One essay question, based on one or more sources (20 marks)	80 marks 2 hours
Unit 4: Global business	IA2	Same as Unit 3	80 marks 2 hours

Modular Approach

- With all examinations available in January, June and October, there is flexibility for unit delivery and teaching.
- Resits available throughout
- Starting In September and January
- Cater for 2 year AS qualification if students want the flexibility

Clear Command Words

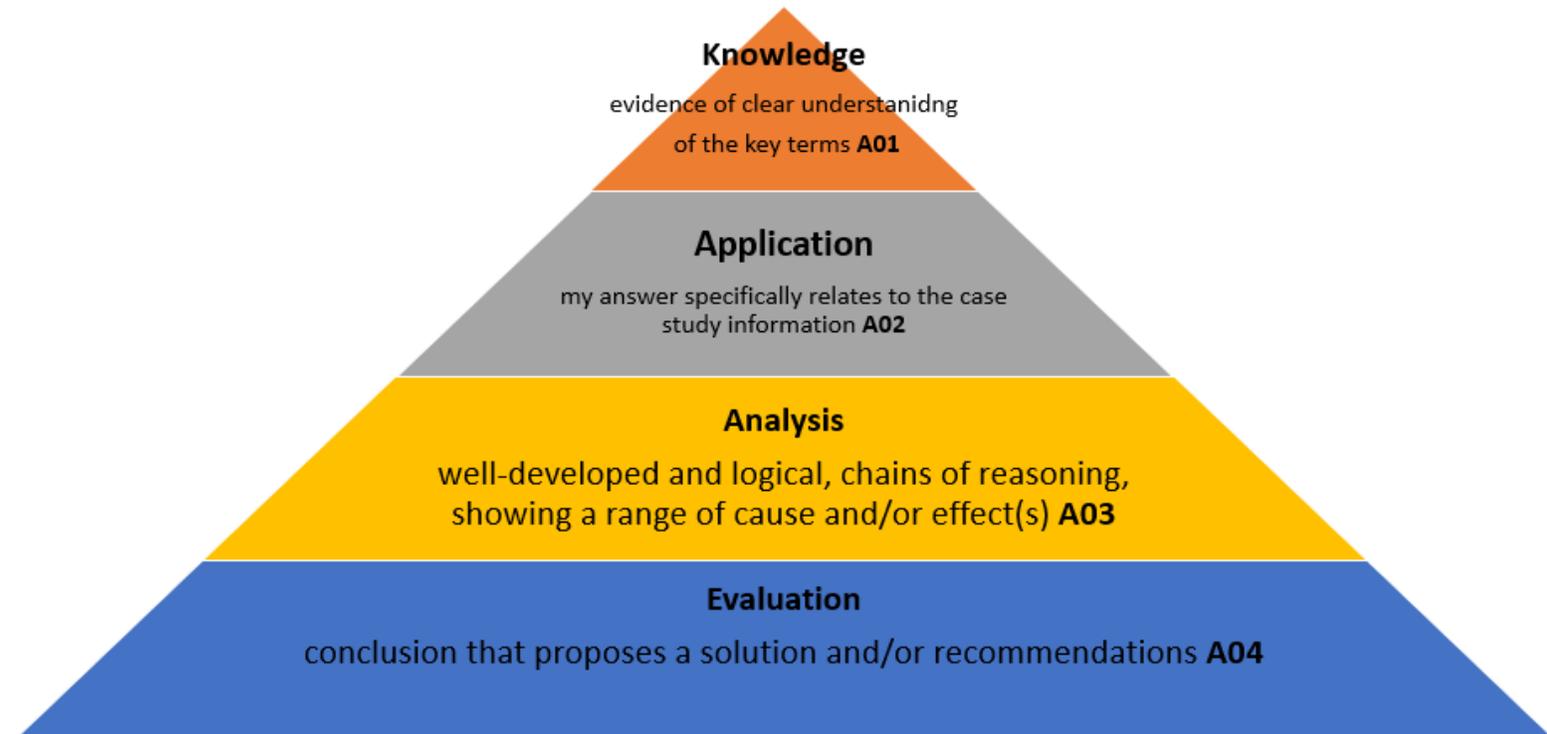
Command word	Description	Assessment Objective	Mark
Define	Requires students to define a term or phrase.	A01	2
Calculate	Requires students to perform a calculation, based on given data. Calculators may be used and workings should be given.	A01 A02 A03	4
Construct	Requires students to draw an accurately labelled diagram. Students may be required to decide on a type of diagram, or the type required may be stated.	A01 A02 A03	4
Explain	Requires students to provide a brief explanation of cause or effect, which is supported by details or example(s).	A01 A02 A03	4
Analyse	Requires a brief chain of reasoning, explanation and/or justification. If applied to given diagrams or data, it will include interpretation. Does not include evaluation.	A01 A02 A03	6

Discuss	Requires a logical chains of reasoning, in context, showing cause(s) and/or effect(s). A brief assessment is required showing an awareness of competing arguments/factors.	A01 A02 A03 A04	8
Assess	Requires a coherent and logical chain of reasoning, showing cause(s) and/or effect(s) which is well contextualised. Assessment is balanced and wide ranging showing an awareness of competing arguments/factors, leading to a supported judgement.	A01 A02 A03 A04	10 (in Units 1 & 2) 12 (in Units 3 & 4)

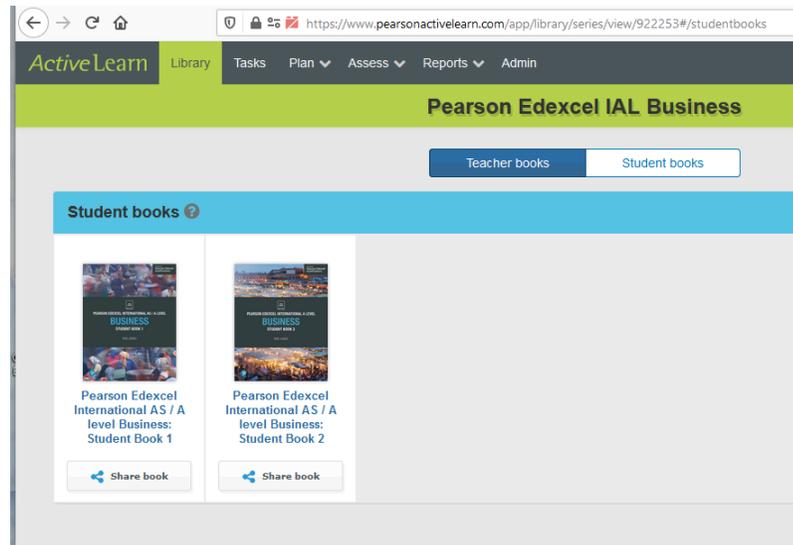
Command word	Description	Assessment Objective	Mark
Evaluate	Requires fully developed, coherent and logical chains of reasoning, showing a range of cause and/or effect(s). A full awareness of the validity and significance of competing arguments/factors leading to a perceptive conclusion that proposes a solution and/or recommendations.	A01 A02 A03 A04	20

Evidence Indicators

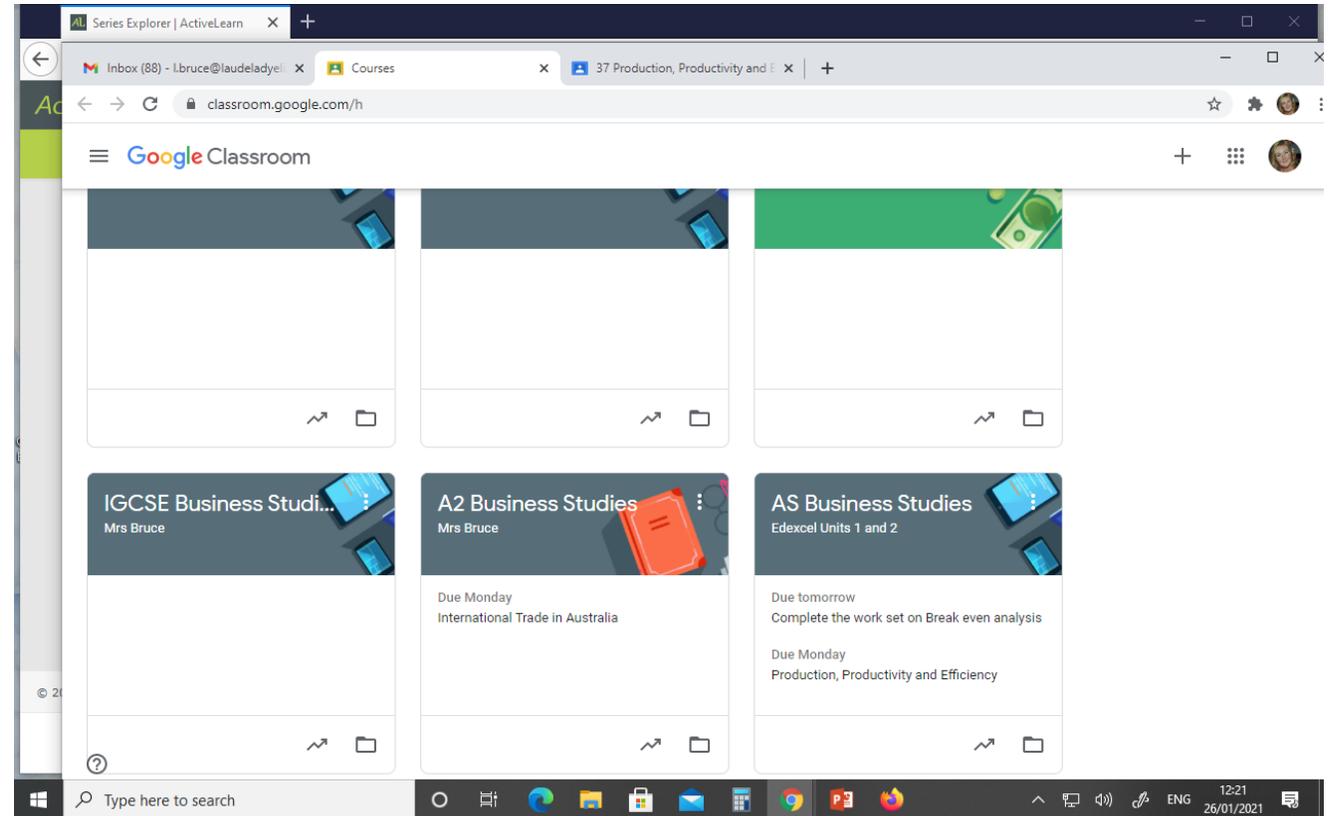
Evidence Checklists



Resources



The screenshot shows the Pearson Edexcel IAL Business website. The URL is <https://www.pearsonactivelearn.com/app/library/series/view/922253#/studentbooks>. The page features a navigation menu with 'Library', 'Tasks', 'Plan', 'Assess', 'Reports', and 'Admin'. Below the navigation, there are tabs for 'Teacher books' and 'Student books'. The 'Student books' section displays two book covers: 'Pearson Edexcel International AS / A level Business: Student Book 1' and 'Pearson Edexcel International AS / A level Business: Student Book 2'. Each book cover has a 'Share book' button below it.



The screenshot shows the Google Classroom interface. The browser tabs include 'Series Explorer | ActiveLearn', 'Inbox (88) - l.bruce@laudaladye...', 'Courses', and '37 Production, Productivity and Efficiency'. The URL is classroom.google.com/h. The interface displays a grid of course cards. The visible cards are:

- IGCSE Business Studies** by Mrs Bruce
- A2 Business Studies** by Mrs Bruce, with a due date of Monday for 'International Trade in Australia'.
- AS Business Studies** by Edexcel Units 1 and 2, with due dates of 'Due tomorrow' for 'Complete the work set on Break even analysis' and 'Due Monday' for 'Production, Productivity and Efficiency'.

The bottom of the screen shows the Windows taskbar with the search bar and various application icons. The system tray indicates the time is 12:21 on 26/01/2021.

Real World Context

 **The Guardian** 
@guardian

Asda launches 'greener price' promise and sustainability store



The Guardian

Asda launches 'greener price' promise and sustainability store
Loose fruit and veg to cost no more than wrapped as part of move to cut down on single-use plastics
theguardian.com

1:16 AM · Oct 20, 2020

28 See The Guardian's other Tweets

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MARKETS Alphaville Markets Data Capital Markets Commodities Currencies Equities Fund Management Trading Moral Money ETF Hub

Markets Added

Runaway Markets

Companies raise \$400bn over three weeks in blistering start to 2021



Blitz of debt and equity fundraising comes as stimulus measures boost global markets

News Opinion & Analysis

Recommended



Runaway Markets



Explainer **Market Questions**
What effect will Biden stimulus plans have on Fed policy?

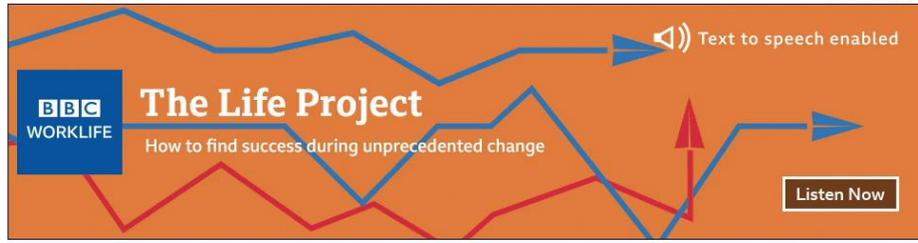
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Farmers breach Delhi's Red Fort in huge protest



Farmers angry at market reforms smashed their way through police lines to march into central Delhi.

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ESPAÑA 24

Topics A2

iv COURSE STRUCTURE		v COURSE STRUCTURE	
UNIT 3: BUSINESS DECISIONS AND STRATEGY		UNIT 4: GLOBAL BUSINESS	
BUSINESS OBJECTIVES AND STRATEGY	2	GLOBALISATION	177
1. CORPORATE OBJECTIVES	3	22. GROWING ECONOMIES	178
2. THEORIES OF CORPORATE STRATEGY	9	23. INTERNATIONAL TRADE AND BUSINESS GROWTH	187
3. SWOT ANALYSIS	17	24. FACTORS CONTRIBUTING TO INCREASED GLOBALISATION	195
4. IMPACT OF EXTERNAL INFLUENCES	23	25. PROTECTIONISM	205
		26. TRADING BLOCS	212
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5. GROWTH	34	27. CONDITIONS THAT PROMPT TRADE	222
6. ORGANIC GROWTH	41	28. ASSESSMENT OF A COUNTRY AS A MARKET	230
7. INORGANIC GROWTH	46	29. ASSESSMENT OF A COUNTRY AS A PRODUCTION LOCATION	239
8. PROBLEMS ARISING FROM GROWTH	55	30. REASONS FOR GLOBAL MERGERS, TAKEOVERS OR JOINT VENTURES	250
		31. GLOBAL EXPANSION AND UNCERTAINTY	258
		GLOBAL INDUSTRIES AND COMPANIES	289
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		36. INTERNATIONAL BUSINESS ETHICS	297
		37. CONTROLLING MNCs	306
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9. QUANTITATIVE SALES FORECASTING	62	32. MARKETING	267
10. INVESTMENT APPRAISAL	71	33. NICHE MARKETS	275
11. DECISION TREES	80	34. CULTURAL/SOCIAL FACTORS	282
12. CRITICAL PATH ANALYSIS	90		
13. CONTRIBUTION	98		
ASSESSING COMPETITIVENESS	131	INDEX	316
17. INTERPRETATION OF FINANCIAL STATEMENTS	132	GLOSSARY	321
18. RATIO ANALYSIS	141		
19. HUMAN RESOURCES	150		
MANAGING CHANGE	160		
20. KEY FACTORS IN CHANGE	161		
21. CONTINGENCY PLANNING	169		

Paths available at the LES

- AS Level Business - Modular
 - A2 Level Business – Modular
 - AS Level Economics – Modular
 - A2 Level Economics – Modular
 - Two Year AS Business and Economics
-
- Modular = Formally examined in January and June by Unit e.g. AS Unit 1 and 2, A2 Unit 3 and 4. Resits available throughout

Business or Economics, or both

- Business Studies? Economics? Are they the same? What are the differences? Making the initial choice of either subject is quite a challenging prospect as many students will have to make it with relatively little knowledge, and in many cases little experience, of subject content. There was a commonly expressed opinion several years ago, held by many university Professors in particular, that Economics was a 'more demanding' subject, but **both subjects** are equally weighted in terms of content and complexity.

Business or Economics, or both

- both subjects are heavily dependent upon basic skills acquired in other areas; numeracy and literacy
- logical and analytical approaches utilised in sciences and humanities.
- Students are expected to apply techniques of analysis taught within the subject content to "real world problems" and that, without a certain amount of exposure to the commercial and political activities of the nation, it would be difficult for them to develop the contextual awareness required by examiners in either subject.

Business or Economics, or both

- Both subjects are highly popular A Level option choices at the Laude Lady Elizabeth School for some time.
- The A level has become fully accepted as one containing appropriate academic rigour and discipline. Changes in the Economics syllabus over recent years have followed the same route, that is to say, that much more case study driven material and analysis of current issues has now been included at the expense of a certain amount of micro-economic theory. Having described how the courses have become closer in terms of approach and assessment, the most obvious difference is perhaps in terms of the perspective adopted by the two subjects.

Business or Economics, or both

- A good analogy would be....There are 2 students standing back to back one is looking inwards towards the firm or business, they are interested in what internal mechanisms make the business work, areas such as Marketing, Motivation, Organisation, Sources of Finance and Operations Management are studied in depth in Business Studies. The other student is looking at the external influences that will affect the business, such as macroeconomic issues of Inflation, Causes of Economic Growth, Unemployment, Recession, Balance of Payments and Exchange Rates are studied in depth to assess the influence these variables have on the individual business.
- There are inevitably some areas of overlap, but only slight.

Career paths

- What ever discipline you decide to choose; medicine, architecture, teaching, designer you will exist in a business context either in the private or public sector.
- Knowing how businesses run and operate enables you to develop and prosper much quicker in the real world
- ALL career paths are enhanced by Business Studies

