

Next Steps

Cambridge IGCSE™ Business Studies 0450 and Cambridge International AS & A Level Business 9609

For Cambridge IGCSE examination from 2020

For Cambridge International AS & A Level examination from 2021



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Contents

Introduction	4
Frequently asked questions by learners.....	5
Skills, topics and assessment.....	9
Resources.....	11
Suggested classroom activity	12
Bridging exercise	13

Introduction

The focus of this guide is on moving on from teaching and studying the **Cambridge IGCSE™ Business Studies 0450** syllabus to the **Cambridge International AS & A Level Business 9609** syllabus.

This guide will help you and your learners:

- understand what to expect when you start the AS & A Level course
- prepare for the AS & A Level course
- think about ways to achieve success and gain confidence.

You may be using this document at the end of the academic year for Cambridge IGCSE Business Studies or at the start of the academic year for Cambridge International AS & A Level Business. Either way, the aim is to motivate and inspire learners. If there is to be a time gap between delivering this session and starting the Cambridge International AS & A Level course, then the aim is for every learner to look forward to the new course positively.

This Introduction, the Resources and Suggested Classroom Activity sessions of this guide are written directly for you, the teacher. The rest of this guide has been written to make it easy for you to adapt and reproduce the content for use by your learners.

Frequently asked questions by learners

Listed below are some questions which learners frequently ask. The answers to each of the questions below are written as a direct communication to your learners. You could copy and paste these to make a PowerPoint, read them out to your group, or produce a booklet for them to read through and discuss.

Is it helpful to have taken the Cambridge IGCSE Business Studies course?

Yes. The move from Cambridge IGCSE to Cambridge International AS & A Level has been designed to be as smooth a transition as possible. Many of the topic headings are the same so you will already be familiar with the topic and will just progress from there. The style of questions may be similar and the skills you have developed will be useful.

What extra work will I have to do, if I have not taken Cambridge IGCSE Business Studies?

This will depend on the course you have taken. Many learners without a Cambridge IGCSE background have the same skills and subject knowledge and generally adjust quickly to the 'Cambridge' style when they start their AS & A Level.

You may not have covered some topics that are a useful base for AS & A Level. This is not a problem – you will probably find that your teacher goes over some IGCSE work as a start to a new AS & A Level topic, or if not, you can easily develop your research skills and read up what you need to know. You will find that teaching yourself subject matter at IGCSE level is much easier when you are working to a higher level.

What is the syllabus?

The syllabus for Cambridge International AS & A Level Business is a complete description of the content, examinations and what you need to do to be successful in the qualification. '9609' is the reference number of the Business syllabus.

Your teacher may give you a copy of the subject content of the syllabus. Or go to the Cambridge website at <https://www.cambridgeinternational.org/9609>, which publishes the full copy of the syllabus.

How do I make the transition from Cambridge IGCSE Business Studies to Cambridge International AS & A Level Business?

This guide will help you prepare for the transition, so there are no surprises in what to expect.

You may find you hardly notice the transition to AS & A Level, or you may find it more difficult to adjust at first and need a bit of time to settle into the new course. Try and assess your own situation and then decide your best course of action.

What are the differences?

Some of the main differences you will find when you study Cambridge International AS & A Level compared to Cambridge IGCSE are listed in the table below.

Fewer subjects	Hopefully you will have chosen the subjects that you really enjoy, are really good at or those which you need to take you on to university and/or your chosen career.
Smaller classes	You will have an opportunity to contribute more to lessons and have more one-to-one interaction with your teacher. You will have more lessons each week: the recommended guided learning hours for IGCSE Business Studies is 130 compared with 180 guided learning hours for AS and 360 learning hours for the full A Level qualification.
Detailed and specialist content	You will find increased challenge as you study in greater depth, work more independently and begin to develop your own ideas. You will be able to explore topics in much more depth than at IGCSE, maybe finding answers to unanswered questions and learning about certain topics which are completely new.
Independent study	Greater independence is a key part of AS & A Level qualifications which helps prepare you for study at university. It is important that you use this independent study time well. You can use this time in a variety of constructive ways – for completion of homework tasks, assignments, research or for completing additional reading around the subject.
Revision	Try to build in some time for revision throughout the course – consolidating and learning notes as you go along makes it much easier to remember when it comes to examination time.
Read around your subject	Use a range of textbooks and internet sites, though you will probably find the Cambridge endorsed textbooks the most helpful.
Take notes	When you take notes, try to summarise the main information that you need. Use headings and bullet points to reduce the content and colours to highlight key pieces of information. If using the internet, don't just print pages of information; make notes from them or highlight text to show the key points. Always use your own words where possible.
Independent research	You might have completed some wider reading tasks at IGCSE but you can expect this to be a more regular feature of homework tasks. Ask your teacher for a recommended list of textbooks and websites that you can use so you have a good starting point. Save useful websites to your favourites bar so you know where to find them again.

Folders	<p>You will probably move from exercise books to folders to record your learning and it is important to be organised. Divide your folder into topic sections and keep your notes in date order. Keep copies of past questions, mark schemes and example answers alongside any completed assessed work. Highlight examination tips in your notes and keep key documents about examinations in a separate section of your folder.</p>
Command words	<p>These are the words in an exam question that explain to you what you need to do such as: state, explain, discuss, analyse, evaluate. You may well have underlined these when looking at example examination questions. At Cambridge International AS & A Level, you may be introduced to some new command words. You could start your own glossary too.</p>
Assessment	<p>You need to know what examinations you will sit; how long each examination is; whether you have a choice of questions or not; how many marks each question/paper carries and what the structure of the questions is like. It is a good idea to have an assessment overview and copies of past papers and mark schemes.</p>
Key concepts	<p>You will be introduced to key concepts that help you to develop a deeper understanding of the subject and make links between the different areas of the syllabus.</p> <p>The key concepts for Cambridge International AS & A Level Business are:</p> <ul style="list-style-type: none"> • Change is the only constant. Exciting new enterprises are often created in response to economic, cultural or technological changes. Existing business must adapt to change if they are to survive and grow. • Management is relevant to every person in a business. Good leadership, strong motivation in workers, effective systems and clear communication are hallmarks successful businesses. • Customer focus means a business will design and produce goods and services that people want to buy. Customers provide the revenue that sustains a business. Successful businesses really understand their customers and strive to produce products that their customers love. • Innovation enables a business to re-invent itself and stay ahead of the competition. The business world is dynamic and companies must seek to innovate through product development, more efficient processes and finding better ways 'to do business'. • Creating value is the core reason why any organisation exists. Effective organisations aim to maximise stakeholder value. For most businesses this will be about maximising shareholder value, but social enterprises will also have other, non-financial aims. Stakeholders also need to measure the value that is created.

Next Steps

- **Strategy** is about knowing where you are, where you want to be and how you are going to get there. Managers need to think about, decide on and put into action major long term plans, such as buying another business, entering a new market or developing a new technology.

Skills, topics and assessment

What are the skills needed for the Cambridge International AS & A Level course?

For the examinations taken at AS & A Level, you will be assessed on assessment objectives (AOs) which detail the skills and knowledge you need to display in order to fulfil the requirements of the assessment. These skills are divided into four main groups:

AO1 Knowledge	AO2 Application	AO3 Analysis	AO4 Evaluation
Demonstrate knowledge and understanding of business concepts	Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts	Analyse business problems and issues by using appropriate methods, interpreting and unpacking complex issues and drawing valid inferences	Evaluate business evidence, explanation, argument, discussion and analysis in order to make reasoned judgements, present conclusions and make recommendations.

How will I be assessed?

The Cambridge International AS & A Level examination contains short answer and essay questions, data response questions and an extended case study in A Level paper 3. There is a choice element on two of the three papers. There are more essay style questions at A Level providing opportunities for extended analysis and evaluation.

What topics will be studied?

Cambridge IGCSE Business Studies 0450 serves as a foundation for Cambridge International AS & A Level Business 9609 which prepares learners for the study of Business and related subjects at university. There are some areas of the Cambridge International AS & A Level syllabus which you will already have studied and some areas that will be new to you. The table below shows some of the main areas of progression between the IGCSE and the International AS & A Level syllabus and examinations.

Where topics are completely new, there may be more key words and you may need to read around these topics more widely to consolidate your knowledge and understanding.

Cambridge IGCSE Business Studies 0450 -	Cambridge International AS & A Level Business
Examples of progression within syllabus areas	
<p>Paper 1</p> <p>Answer four compulsory multi-part questions, each based on a short case study.</p> <p>Part (a) and (b) generally test knowledge and parts (c), (d), and (e) test the ability to apply concepts, analysis and reach a conclusion.</p>	<p>AS Paper 1</p> <p>Answer four compulsory short answer questions that test your knowledge of key terms and definitions and what they mean for a business.</p> <p>Answer one essay style question, chosen from three. These questions test your Business knowledge in much greater depth and require you to apply, analyse and evaluate in greater depth</p>

Next Steps

Cambridge IGCSE Business Studies 0450 -	Cambridge International AS & A Level Business
	than at IGCSE.
<p>Paper 2</p> <p>Answer four compulsory 'data response' two part questions, based on a longer case study.</p>	<p>AS Paper 2</p> <p>Answer two compulsory multi-part 'data response' questions based on two different business case studies. These will cover a range of business contexts and require you to demonstrate knowledge and skills of application, analysis and evaluation.</p> <p>Skills needed in this paper include the ability to undertake financial calculations and analyse what the results mean for the business in question.</p>
<p>For both IGCSE papers, you are required to demonstrate your knowledge, in the context of different businesses and scenarios.</p> <p>Analysis and evaluation skills are needed in the longer questions. You need to demonstrate that you can put together a chain of reasoning, using you knowledge of business concepts and come to a conclusion in a given set of circumstances, e.g. the best option to increase the sales of a business.</p>	<p>A Level Paper 3</p> <p>This paper is based on a long case study about a business and the strategic decisions made by its owners and managers.</p> <p>The focus here is on 'the big picture' rather than individual small parts of the syllabus.</p> <p>Answer five compulsory questions and then a choice of one essay question from two.</p> <p>The 'higher level' skills of analysis and evaluation are much more important to achieve high marks in this paper</p>

Cambridge IGCSE Business 0450	Cambridge AS/A Level Business
Examples of progression within syllabus areas	
<ul style="list-style-type: none"> • Social enterprise organisations and objectives 	<ul style="list-style-type: none"> • Triple bottom line – economic social and economic targets • Corporate social responsibility (CSR) as a business objective
<ul style="list-style-type: none"> • Main leadership styles, autocratic, democratic and laissez-faire 	<ul style="list-style-type: none"> • The difference between leadership and management • Goleman's four competencies of emotional intelligence and importance in leadership
<ul style="list-style-type: none"> • Marketing mix – 4 Ps, Product, Price, Promotion and Place 	<ul style="list-style-type: none"> • Marketing objectives and Marketing planning • Using the Internet for the 4Ps and 4Cs, Customer solution, Cost to customer, Communication to customer, Convenience to customers.
<ul style="list-style-type: none"> • Quality in production – quality control and quality assurance 	<ul style="list-style-type: none"> • Lean production and Total Quality Management (TQM)
<ul style="list-style-type: none"> • Fixed, variable and total costs and calculations. 	<ul style="list-style-type: none"> • Uses of cost information, including average and marginal costs in pricing decisions and improving business performance.

Resources

Although some of the resources for AS & A Level are similar to those for Cambridge IGCSE such as past papers and endorsed textbooks, the topics in Paper 3 will be new. Reading widely about current business issues and learning new skills are part of the challenge for learners of stepping up to Cambridge International AS & A Level Business.

Past/specimen papers and mark schemes

Past examination papers and specimen papers provide opportunities for learners to become familiar with the assessment requirements of the course. Learners should try to get as much practice as they can before their final exams.

Textbooks

There are a wide variety of Business textbooks available, some which cover the entire course and others which specialise in certain topics. Give your learners a list of suggested reading materials, including digital sources. There is one endorsed textbook, as well as a workbook and revision guide which are currently available for this course.

To find a list of the endorsed textbooks go to www.cambridgeinternational.org

Websites

There are some specific AS & A Level Business revision sites which are great to use. You can also use general search engines to find information although some sites might be more relevant than others. Sometimes, teachers put lesson presentations on the internet too. Remember to check all internet resources for suitability, making sure that the content is relevant for your syllabus. Also, some websites tend to match a certain syllabus. That does not mean that they are not useful, you will just need to be selective about the topics that you choose from them.

For Business, there are many sites designed for the review of theory concepts, testing your knowledge and enabling you to create and answer quiz questions. You need to pick a selection that are relevant to your needs. It is as important to keep up with world business news and events on BBC News.

www.cambridgeinternational.org (access to syllabus, past papers and mark schemes)

www.tutor2u.net

www.s-cool.co.uk

<https://quizlet.com/>

Suggested classroom activity

You could use the plan below to deliver a lesson that supports the transition to AS & A Level study.

Subject: Marketing mix to Integrated Marketing Strategy		Syllabus reference: Corporate objectives, marketing objectives, integrated marketing mix,	
Lesson objectives: <p>To understand that a good marketing mix is only one aspect of a successful marketing strategy.</p> <p>To learn how to create an integrated marketing strategy, including 4Ps, 4Cs, marketing objectives and marketing budget.</p>		Lesson outcomes: <p>To be able to identify 'what went wrong' with a recent local or national product launch.</p> <p>To be able to create a realistic integrated marketing strategy for a proposed new product.</p> <p>To be able to present the marketing strategy and explain how and why it should be a success.</p>	
Introduction: <p>What could possibly go wrong?</p> <p>Introduction to the concept that a well thought out marketing mix does not guarantee success.</p>		Resources <p>Video clip, newspaper article and/or teacher example of a local or national product launch that did not go to plan. Students will also be able to suggest their own examples, e.g. the Apple watch was not as successful as predicted.</p>	
Main activities: <p>Work in groups of 3 or 4, with a mix of those who have studied IGCSE Business and those who are new to the subject.</p> <ul style="list-style-type: none"> ○ Teacher introduction to product launches and what can go wrong. Examples from students' own experience. Teacher to go through main elements of the integrated marketing strategy and write on the board or flip-chart. ○ Outline of the brief. This will depend on the nature and interests of the group, but it could be a new fast food (vegan) product for an existing business, such as McDonald's. ○ Teacher presents criteria for 'judging' success of presentations and ideas – to be decided, but to include Communication of ideas, idea most likely to succeed, presentation that showed teamwork. ○ Groups create a 3 minute presentation of their ideas, either on paper or computer. ○ Each group to present and to fill in an evaluation sheet, based on the chosen success criteria, for the other groups' presentation and ideas. <p>Homework: Students analyse marketing strategy from a chosen company and unsuccessful product – see below under 'Challenge'. (Teacher could supply example for this.)</p>			
Organisation: <p>Learners work in groups of 3 or 4 to come up integrated marketing strategy.</p> <p>Plenary session.</p>		Plenary: <p>Teacher conducts plenary with all learners.</p>	
Challenge: <p>Research your own local example of a product that was not launched successfully and suggest what would have made it more successful.</p>		Assessment opportunities: <p>Group activity feedback.</p>	

Bridging exercise

Note for teachers

This activity is designed to follow on from the learning in the classroom activity. It makes use of a specimen question to give an indication of how each learner has gained knowledge and understanding from completing the earlier activity. Learners may need access to one of the endorsed textbooks. They will also need a copy of a teacher chosen marketing question from Paper 1 or Paper 2 and accompanying mark scheme. These are available from the [School Support Hub](#). As this is the first activity they have attempted, it would be a good idea to pair learners together, providing each with a study partner for support.

Learner task

You will now have completed your classroom activity and hopefully you have enjoyed learning about the importance of integrated marketing strategies. You are going to complete the following activity to give you an idea of how you might work independently as part of the AS & A Level Business course. Make sure that you first use your resources, then your partner and lastly your teacher for support.

Aim: We want you to answer an AS Level question that asks you to suggest or analyse a marketing strategy.

- Look at the past question you have been given and underline the key terms and command words. Make sure that you understand what the question is asking you to do before you start.
- Work with your study partner, compare your ideas and support each other's note taking. Add in any extra information that you have learned from your discussion with each other in a different colour pen.
- Work with your study partner to plan your answer and to write a first draft for the question. Remember, this is the first time that you have seen an AS Level question so don't worry if you find it challenging at this stage.
- Now look at the mark scheme provided to self-assess your first draft. Answer these questions:
 - what has gone well?
 - what could be improved?

Add any additional ideas you might have into your answer in a different colour. If there is anything that you are not sure about, do some extra note taking, chat to your study partner about it or ask your teacher.

- Fasten all your work together and submit it to your teacher. You have successfully completed a marketing strategy task and your first AS Level standard questions. Great work!

Cambridge Assessment International Education
The Triangle Building, Shaftesbury Road Cambridge, CB2 8EA, United Kingdom
t: +44 1223 553554
e: info@cambridgeinternational.org www.cambridgeinternational.org

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