

# Thrive with Eduqas.

Because every teacher is unique, we'll be with you every step of the way.

**Switch to us and thrive!**

## A level Business

Your step-by-step guide



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# Switching is simple

Switching to Eduqas could be the best move you make.

You'll gain access to an unbeatable range of free teaching resources, and our team of subject specialists are on hand to give you all the help and advice you need.

Whether you're with AQA, OCR or Pearson (Edexcel), you can rest assured that switching to Eduqas is straightforward.

**Simply follow this guide, compare our specifications, and make the switch!**

1 Follow this switcher guide for your subject

2 Register your interest and receive a printed copy of your [chosen specification\(s\)](#)

3 Visit [your qualification page](#) to access the materials you need to begin teaching our specifications

4 Visit our [Digital Resources website](#) for free resources that can be used as classroom aids and as revision tools

5 Contact [our subject specialists](#) for subject specific queries, practical advice and guidance

6 Your Exams Officer will need to register [your centre](#), if your centre is not already registered with us

7 You will be granted access to our [Secure Website](#) which hosts a wealth of exclusive resources

## We are here to support you:

If you have a question, simply contact our Business team who will offer friendly advice and guidance:



**Stephen Oliver**  
Subject Officer -  
Business

[business@eduqas.co.uk](mailto:business@eduqas.co.uk)  
029 2240 4257

# The support you need

## REGIONAL SUPPORT TEAM

Whether you're a teacher, lecturer, exams officer or head of department, our Regional Support Team is on-hand to make sure you receive all the support and guidance you need.

We cover every part of England and can provide face-to-face and online advice at a time which is convenient to you.

## REASONS WHY YOU SHOULD CONTACT US

- All of our regional representatives are former teachers, and therefore understand exactly what kind of support you need to get the most out of your classroom experience.
- Support can be face-to-face or online and at a time and location which suits you.
- With their extensive knowledge of our qualifications, you'll get the insight you need to help you deliver our qualifications with confidence.
- You'll receive practical advice on the best resources for your subject including our extensive range of digital resources, Question Bank and Online Exam Review.
- We also offer support for teachers new to a particular subject or thinking about joining us, in which we run through assessment structure, exam papers, and where to find various resources you will need for teaching.
- Support from our team - including visits - **is FREE!**

## MEET THE TEAM

Get in contact today and discover how our team can support you and your students. To book a visit or to find out more, please visit [our Regional Support Team webpages](#).

WE'RE ON HAND TO SUPPORT YOU AND OFFER GUIDANCE ON OUR QUALIFICATIONS AND RESOURCES.



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# A level Business

## WHY CHOOSE US?

- Direct access to our subject specialist for support and guidance.
- Access to numerous free resources and guidance for teachers.
- Free digital textbook specifically written for our qualification.
- A specification that will engage, challenge and develop business acumen.
- Clear and straightforward assessment strategy.
- Distinctive examination papers that build on learner's skills.
- Clear amplification in the specification with reference to assessment objectives needed for each content part.
- Clear exam questions with assessment objectives clearly signposted through consistent use of command words.

## Free tailored digital resources

We have created a wealth of free digital resources to support our qualifications. They have been developed to enhance learning, stimulate classroom discussion, and encourage student engagement. [Access our resources today.](#)

*I wish I had come across Eduqas earlier in my career as your resources are fab and assessment materials and mark schemes are clear and coherent.*

**Peter McGinn**

Head of Business and Economics  
Harton Academy, South Shields

# Summary of assessment

## Components

**Component 1:** Business Opportunities and Functions

**Written examination:** 2 hours 15 minutes  
**33% 1/3 of qualification**

**Section A** compulsory short-answer questions

**Section B** compulsory short data response questions

To assess Business Opportunities and Business Functions

**Total marks:** 80

**Component 2:** Business Analysis and Strategy

**Written examination:** 2 hours 15 minutes  
**33% 1/3 of qualification**

### **Compulsory data response and structured questions**

To assess business strategy and analytical techniques used in the business decision-making process. The subject content in Component 1 will underpin the context for Business Analysis and Strategy

**Total marks:** 80

**Component 3:** Business in a Changing World

**Written examination:** 2 hours 15 minutes  
**33% 1/3 of qualification**

**Section A** compulsory questions based on a case study

**Section B** one synoptic essay from a choice of three – split into part (a) and part (b)

To assess all of the A level subject content. The subject content in this component will form the framework for synoptic assessment of all 3 components.

**Total marks:** 80

## We are here to support you:

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**Stephen Oliver**  
**Subject Officer -**  
**Business**

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# Helping you make the switch

## Comparing specifications

### Switching from AQA

Eduqas	AQA
<p><b>Component 1</b> Business Opportunities and Functions Learners will need to study the content areas below:</p> <ul style="list-style-type: none"><li>• Enterprise</li><li>• Business plans</li><li>• Markets</li><li>• Market research</li><li>• Business structure</li><li>• Business location</li><li>• Business finance</li><li>• Business revenue and costs</li><li>• Marketing</li><li>• Finance</li><li>• People in organisations (human resources)</li><li>• Operations management</li></ul> <p><b>Specified theories:</b></p> <ul style="list-style-type: none"><li>• Boston Matrix</li><li>• F.W. Taylor (scientific management)</li><li>• E. Mayo (human relations)</li><li>• A. Maslow (hierarchy of needs)</li><li>• F. Herzberg (two factor theory)</li><li>• L. Porter &amp; E. Lawler (expectancy theories)</li><li>• D. McGregor's theory X &amp; theory Y</li><li>• F. F. Fielder (1976); P. Wright &amp; D. Taylor (1984) leadership theories</li></ul>	<p><b>Component 1, 2 and 3</b> All three papers examine the same subject content in different ways Learners will need to study the content areas below:</p> <ul style="list-style-type: none"><li>• The nature and purpose of business</li><li>• Different business forms</li><li>• Businesses operate within an external environment</li><li>• Management, leadership and decision making</li><li>• Management decision making</li><li>• The role and importance of stakeholders</li><li>• Setting marketing objectives</li><li>• Markets and customers</li><li>• Making marketing decisions</li><li>• Setting operational objectives</li><li>• Analysing operational performance</li><li>• Making operational decisions to improve performance</li><li>• Setting financial objectives</li><li>• Analysing financial performance</li><li>• Making financial decisions</li><li>• Setting human resource objectives</li><li>• Analysing human resource performance</li><li>• Making human resource decisions</li><li>• Mission, corporate objectives and strategy</li><li>• Analysing the existing internal position of a business to assess strengths and weaknesses</li><li>• Analysing the external environment to assess opportunities and threats</li><li>• Analysing strategic options</li><li>• Strategic direction</li><li>• Strategic positioning</li><li>• Assessing a change to scale</li><li>• Assessing innovation</li><li>• Assessing internationalisation</li><li>• Assessing greater use of digital technology</li><li>• Managing change</li><li>• Managing organisational culture</li><li>• Managing strategic implementation</li><li>• Problems with strategy and why strategies fail</li></ul>

# Helping you make the switch

## Comparing specifications

### Switching from AQA

Eduqas	AQA
<p><b>Component 2:</b></p> <ul style="list-style-type: none"><li>• Business Analysis &amp; Strategy</li><li>• Learners will need to study the content areas below:</li><li>• Data analysis</li><li>• Market analysis</li><li>• Sales forecasting</li><li>• Analysing financial performance</li><li>• Analysing non-financial performance</li><li>• Aims and objectives</li><li>• Strategy and implementation</li><li>• Decision-making models</li><li>• Investment appraisal</li><li>• Special orders</li></ul> <p><b>Specified theories:</b></p> <ul style="list-style-type: none"><li>• Porter's Five Forces framework applied to a specific business</li><li>• Ansoff matrix: usefulness to business</li></ul> <p><b>Component 3:</b></p> <ul style="list-style-type: none"><li>• Business in a Changing World</li><li>• Learners will need to study the content areas below:</li><li>• Change</li><li>• Risk management</li><li>• PEST factors</li><li>• Ethical, legal and environmental factors</li><li>• International trade</li><li>• Globalisation</li><li>• The European Union</li><li>• Specified theories:</li><li>• J. Storey's four different approaches to managing change</li><li>• Lewin's three step process in removing resistance to change</li></ul>	<p><b>Specified theories:</b></p> <ul style="list-style-type: none"><li>• Tannenbaum Schmidt continuum</li><li>• Blake Mouton grid</li><li>• Boston Matrix</li><li>• Hackman &amp; Oldham's Model</li><li>• Taylor, Maslow &amp; Herzberg</li><li>• Kaplan &amp; Norton's Balanced Scorecard model</li><li>• Elkington's Triple Bottom Line (Profit, People, Planet)</li><li>• Carroll's Corporate Social Responsibility pyramid</li><li>• Ansoff matrix</li><li>• Bowman's strategic clock</li><li>• Kaizen on innovation</li><li>• Bartlett &amp; Ghoshal's strategies</li><li>• Lewin's force field analysis</li><li>• Kotter &amp; Schlesinger's four reasons for resistance to change</li><li>• Kotter &amp; Schlesinger's six ways of overcoming resistance to change</li><li>• Handy's task, role, power &amp; person cultures</li><li>• Hofstede's national cultures</li></ul>

# Helping you make the switch

## Comparing specifications

### Switching from OCR

Eduqas	OCR
<p><b>Component 1</b> Business Opportunities and Functions Learners will need to study the content areas below:</p> <ul style="list-style-type: none"><li>• Enterprise</li><li>• Business plans</li><li>• Markets</li><li>• Market research</li><li>• Business structure</li><li>• Business location</li><li>• Business finance</li><li>• Business revenue and costs</li><li>• Marketing</li><li>• Finance</li><li>• People in organisations (human resources)</li><li>• Operations management</li></ul> <p><b>Specified theories:</b></p> <ul style="list-style-type: none"><li>• Boston Matrix</li><li>• F.W. Taylor (scientific management)</li><li>• E. Mayo (human relations)</li><li>• A. Maslow (hierarchy of needs)</li><li>• F. Herzberg (two factor theory)</li><li>• L. Porter &amp; E. Lawler (expectancy theories)</li><li>• D. McGregor's theory X &amp; theory Y</li><li>• F. F. Fielder (1976); P. Wright &amp; D. Taylor (1984) leadership theories</li></ul>	<p><b>Component 1, 2 and 3</b> The content listed can be assessed in any context Learners will need to study the content areas below:</p> <ul style="list-style-type: none"><li>• Introduction to business</li><li>• Business objectives and strategy</li><li>• External influences</li><li>• Change</li><li>• Accounting and finance within the business environment</li><li>• Management accounting</li><li>• Financial accounting</li><li>• Accounting and finance within the external environment</li><li>• The finance strategy</li><li>• Human resource management within a business environment</li><li>• The workforce</li><li>• Management</li><li>• Human resources within the external environment</li><li>• The human resources strategy</li><li>• Marketing within a business environment</li><li>• Customer needs</li><li>• The marketing strategy</li><li>• Marketing within the external environment</li><li>• The marketing strategy</li><li>• Operations management within a business environment</li><li>• The production process</li><li>• Production efficiency</li><li>• Productive quality (fit for purpose)</li><li>• Operations management within the external environment</li><li>• The operations strategy</li></ul>



# Helping you make the switch

## Comparing specifications

### Switching from OCR

Eduqas	OCR
<p><b>Component 2:</b></p> <ul style="list-style-type: none"><li>• Business Analysis &amp; Strategy</li><li>• Learners will need to study the content areas below:</li><li>• Data analysis</li><li>• Market analysis</li><li>• Sales forecasting</li><li>• Analysing financial performance</li><li>• Analysing non-financial performance</li><li>• Aims and objectives</li><li>• Strategy and implementation</li><li>• Decision-making models</li><li>• Investment appraisal</li><li>• Special orders</li></ul> <p><b>Specified theories:</b></p> <ul style="list-style-type: none"><li>• Porter's Five Forces framework applied to a specific business</li><li>• Ansoff matrix: usefulness to business</li></ul> <p><b>Component 3:</b></p> <ul style="list-style-type: none"><li>• Business in a Changing World</li><li>• Learners will need to study the content areas below:</li><li>• Change</li><li>• Risk management</li><li>• PEST factors</li><li>• Ethical, legal and environmental factors</li><li>• International trade</li><li>• Globalisation</li><li>• The European Union</li><li>• Specified theories:</li><li>• J. Storey's four different approaches to managing change</li><li>• Lewin's three step process in removing resistance to change</li></ul>	<p><b>Specified theories:</b></p> <ul style="list-style-type: none"><li>• Porter's Five Forces Model</li><li>• Porter's generic strategies</li><li>• Delphi technique</li><li>• Ansoff's matrix</li><li>• Lewin's Change Management Model</li><li>• McKinsey 7-S Model</li><li>• Kotter's 8 Step Change Model</li><li>• Trait theory (Carlyle &amp; Galton)</li><li>• McGregor's Theory X and Y</li><li>• Behavioural theory (Blake &amp; Moulton's managerial grid)</li><li>• Contingency theory (Lewin, Tannenbaum &amp; Schmidt's behavioural continuum)</li><li>• Functional (Adair's Three Circles)</li><li>• Content theory (McClelland, Herzberg, Maslow)</li><li>• Expectancy theory (Vroom)</li><li>• Goal-setting theory (Locke, Drucker's management by objectives)</li><li>• Excellence theory (Peters)</li><li>• AIDA, hierarchy of effects, DAGMAR, ATR</li></ul>

# Helping you make the switch

## Comparing specifications

### Switching from Pearson

Eduqas	Pearson
<p><b>Component 1</b> Business Opportunities and Functions Learners will need to study the content areas below:</p> <ul style="list-style-type: none"><li>• Enterprise</li><li>• Business plans</li><li>• Markets</li><li>• Market research</li><li>• Business structure</li><li>• Business location</li><li>• Business finance</li><li>• Business revenue and costs</li><li>• Marketing</li><li>• Finance</li><li>• People in organisations (human resources)</li><li>• Operations management</li></ul> <p><b>Specified theories:</b></p> <ul style="list-style-type: none"><li>• Boston Matrix</li><li>• F.W. Taylor (scientific management)</li><li>• E. Mayo (human relations)</li><li>• A. Maslow (hierarchy of needs)</li><li>• F. Herzberg (two factor theory)</li><li>• L. Porter &amp; E. Lawler (expectancy theories)</li><li>• D. McGregor's theory X &amp; theory Y</li><li>• F. F. Fielder (1976); P. Wright &amp; D. Taylor (1984) leadership theories</li></ul>	<p><b>Theme 1: Marketing &amp; People</b></p> <ul style="list-style-type: none"><li>• The market</li><li>• Market research</li><li>• Market positioning</li><li>• Demand</li><li>• Supply</li><li>• Markets</li><li>• Price elasticity of demand</li><li>• Income elasticity of demand</li><li>• Product/service design</li><li>• Branding &amp; promotion</li><li>• Pricing strategies</li><li>• Distribution</li><li>• Marketing strategy</li><li>• Approaches to staffing</li><li>• Recruitment, selection &amp; training</li><li>• Organisational design</li><li>• Motivation in theory and practice</li><li>• Leadership</li><li>• Role of an entrepreneur</li><li>• Entrepreneurial motives and characteristics</li><li>• Business objectives</li><li>• Forms of business</li><li>• Business choices</li><li>• Moving from entrepreneur to leader</li></ul> <p><b>Theme 2: Managing business activities</b></p> <ul style="list-style-type: none"><li>• Internal finance</li><li>• Liability</li><li>• Planning</li><li>• Sales forecasting</li><li>• Sales, revenue and costs</li><li>• Break-even</li><li>• Budgets</li><li>• Profit</li><li>• Liquidity</li><li>• Business failure</li><li>• Production, productivity &amp; efficiency</li><li>• Capacity utilisation</li><li>• Stock control</li><li>• Quality management</li><li>• Economic influences</li><li>• Legislation</li><li>• The competitive environment</li></ul>

# Helping you make the switch

## Switching from Pearson

Eduqas	Pearson
<p><b>Component 2:</b></p> <ul style="list-style-type: none"><li>• Business Analysis &amp; Strategy</li><li>• Learners will need to study the content areas below:</li><li>• Data analysis</li><li>• Market analysis</li><li>• Sales forecasting</li><li>• Analysing financial performance</li><li>• Analysing non-financial performance</li><li>• Aims and objectives</li><li>• Strategy and implementation</li><li>• Decision-making models</li><li>• Investment appraisal</li><li>• Special orders</li></ul> <p><b>Specified theories:</b></p> <ul style="list-style-type: none"><li>• Porter's Five Forces framework applied to a specific business</li><li>• Ansoff matrix: usefulness to business</li></ul> <p><b>Component 3:</b></p> <ul style="list-style-type: none"><li>• Business in a Changing World</li><li>• Learners will need to study the content areas below:</li><li>• Change</li><li>• Risk management</li><li>• PEST factors</li><li>• Ethical, legal and environmental factors</li><li>• International trade</li><li>• Globalisation</li><li>• The European Union</li><li>• Specified theories:</li><li>• J. Storey's four different approaches to managing change</li><li>• Lewin's three step process in removing resistance to change</li></ul>	<p><b>Theme 3: Business decisions and strategy</b></p> <ul style="list-style-type: none"><li>• Corporate objectives</li><li>• Theories of corporate strategy</li><li>• SWOT analysis</li><li>• Impact of external influences</li><li>• Growth</li><li>• Mergers and takeovers</li><li>• Organic growth</li><li>• Reasons for staying small</li><li>• Quantitative sales forecasting</li><li>• Investment appraisal</li><li>• Decision trees</li><li>• Critical Path Analysis</li><li>• Corporate influences</li><li>• Corporate culture</li><li>• Shareholders vs stakeholders</li><li>• Business ethics</li><li>• Interpretation of financial statements</li><li>• Ratio analysis</li><li>• Human resources</li><li>• Causes and effects of change</li><li>• Key factors in change</li><li>• Scenario planning</li><li>• Specified theories:</li><li>• Ansoff's Matrix</li><li>• Porter's Strategic Matrix</li><li>• Porter's Five Forces</li></ul> <p><b>Theme 4: Global Business</b></p> <ul style="list-style-type: none"><li>• Growing economies</li><li>• International trade &amp; business growth</li><li>• Factors contributing to increased globalisation</li><li>• Protectionism</li><li>• Trading blocs</li><li>• Conditions that promote trade</li><li>• Assessment of a country as a market</li><li>• Aa above as a production location</li><li>• Reasons for global mergers and joint ventures</li><li>• Global competitiveness</li><li>• Marketing</li><li>• Niche markets</li><li>• Cultural/social factors</li><li>• The impact of MNCs</li><li>• Ethics</li><li>• Controlling MNCs</li></ul> <p><b>Specified theories:</b></p> <ul style="list-style-type: none"><li>• Boston Matrix</li><li>• Motivation theories: Taylor; Mayo, Maslow, Herzberg</li><li>• Marketing mix (4Ps) &amp; Ansoff's Matrix</li><li>• Boston Matrix</li><li>• Motivation theories: Taylor; Mayo, Maslow, Herzberg</li><li>• Marketing mix (4Ps) &amp; Ansoff's Matrix</li></ul>

# A level Business

Your step-by-step guide



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