



22 June 2020

Dear Parent/Carer,

RE: Year 12 A Level Business Exam Board Change

Year 12 A level business students (September 2020 cohort) will change exam boards from **AQA to Edexcel**. This will not impact on your child's learning even if they have studied AQA business at GCSE level. This change has been made after careful consideration given the nature of both qualifications.

In the past, CGS have delivered AQA at A level business. Whilst this is a comprehensive qualification, students tend to find the theory aspect quite heavy. Many models are taught throughout the ten units which do not always create curiosity or enthuse students.

Below is a comparison of the two qualifications:

AQA	Edexcel
Content is heavily related to theorists and models	Content is more accessible and relateable
10 units over 2 years <ol style="list-style-type: none"> 1. What is business 2. Managers, leadership and decision making 3. Decision making to improving marketing performance 4. Decision making to improve operational performance 5. Decision making to improve financial performance 6. Decision making to improve human resource performance 7. Analysing strategic position of a business 8. Choosing strategic direction 9. How to pursue strategies 10. Managing strategic change 	Four clear themes, which suits a wide range of learners, to be delivered over 2 years The topics being tested are transparent as shown below, which are well structured and organised Theme 1 - Marketing and People Theme 2 - Managing Business Activities Theme 3 - Business Decisions and Strategy Theme 4 - Global Business (see specification at a glance) Themes 1 and 2 provide the grounding to move on to Themes 3 and 4 in the second year , which requires students to take a more strategic view of business opportunities and issues
Any unit/topic can be assessed in the 3 exam papers	Clear direction from the offset to which theme is being assessed in each of the 3 exam papers (see A level at a glance) Paper 3's assessment comprises of any content from the 4 themes
Allocation of marks for higher order questions is out of 25 marks	Allocation of marks for higher order questions is out of 20 marks – giving students a better chance of attaining higher analysis and evaluation marks

We feel that the blend of theoretical and relatable applications within the Edexcel business course will better prepare students to pursue different future pathways. This may mean going on to a university higher education course or, alternatively, an apprenticeship or employment opportunity. Either way the course will enable them to find relevance in their future employment or studies.

If you have any questions, please do not hesitate to contact Mrs A Ahmad, at a.ahmad@coxgreen.com

Yours sincerely

A handwritten signature in black ink that reads "A Ahmad". The signature is written in a cursive style with a large, stylized 'A' and a long, sweeping underline.

Mrs A Ahmad
Learning Leader – Business