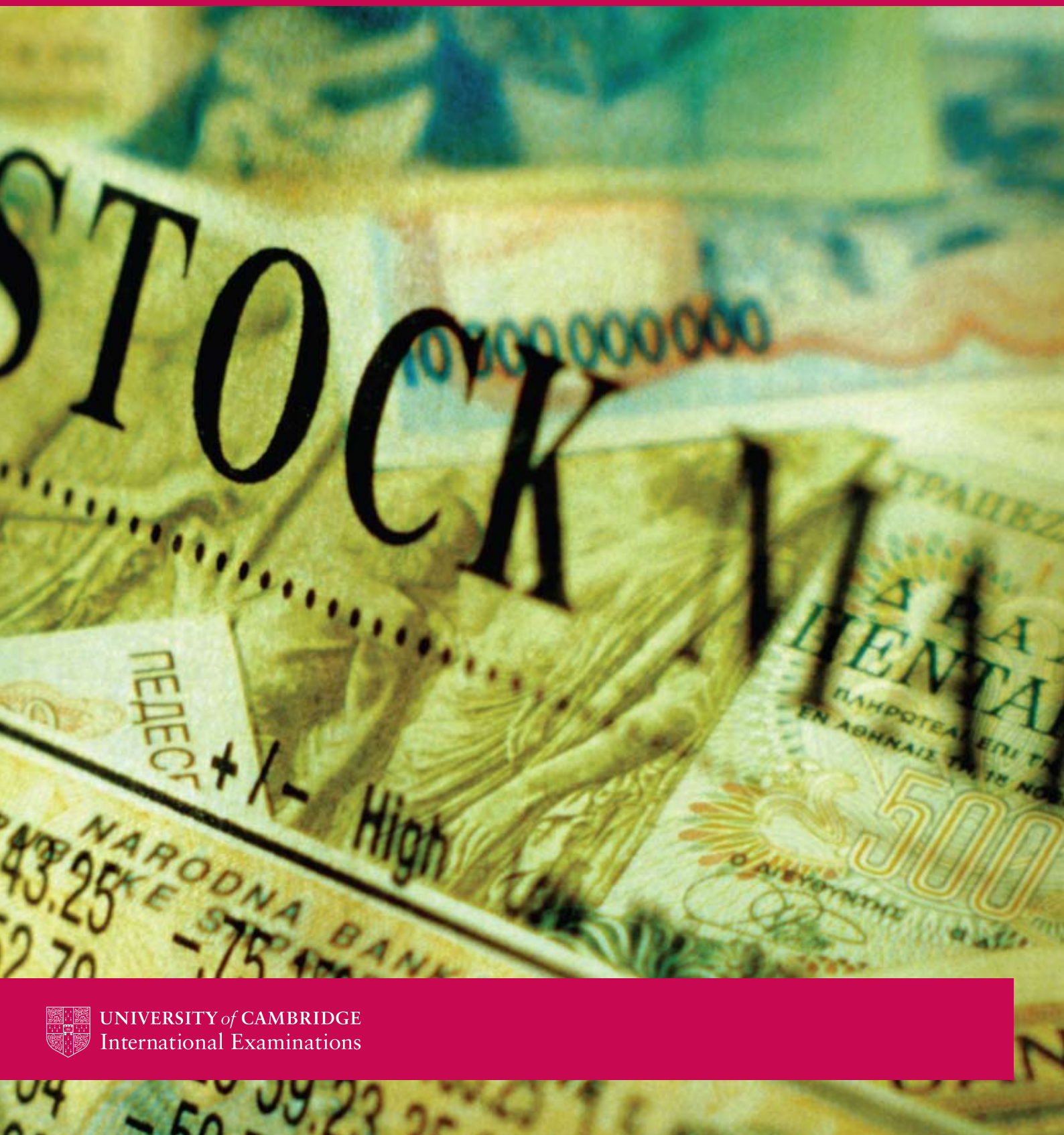


Syllabus Outline

Cambridge Pre-U  
**BUSINESS AND MANAGEMENT**

Cambridge  
**Pre-U**

For examination in 2010, 2011, 2012



UNIVERSITY of CAMBRIDGE  
International Examinations

## Cambridge Pre-U Overview

Cambridge Pre-U is an exciting qualification for 16-19 year olds who want to go to university. It equips students with the skills they need to make a success of their undergraduate studies:

- a solid and coherent grounding in specialist subjects at an appropriate level;
- the ability to undertake independent and self directed learning;
- the ability to think laterally, critically and creatively and communicate effectively.

The Cambridge Pre-U Principal Subject in Business and Management is a stand-alone qualification, with all components assessed at the full Cambridge Pre-U standard at the end of a two-year programme of study. There are no unit retakes. Cambridge Pre-U Principal Subjects are certificated separately. They are fully compatible with A Levels and may be taken in combination with them.

## Reporting of Achievement

Achievement is reported on a scale of nine grades: Distinction 1, 2 and 3, Merit 1, 2 and 3 and Pass 1, 2 and 3. The Distinction 3 standard is aligned to that of Grade A and the Pass 3 is aligned to that of Grade E at A Level. Distinction 1 reports achievement above the new A\* grade. The intention is to differentiate more finely and extend reporting at the top end, while keeping the grading scale accessible to the full range of ability currently achieving passes at A Level.

## UCAS Tariff Points

The table shows the UCAS tariff awarded to each Cambridge Pre-U Principal Subject Grade and how this compares with the tariff for A Level.

The tariff reflects the additional content within each syllabus and the linear assessment (terminal examinations at full Pre-U standard).

Universities which normally ask for three A grades at A Level might therefore consider Cambridge Pre-U offers involving a combination of Distinction 3 and Merit 1. Other offers may include asking for a Merit 2 in place of a B, Merit 3 or Pass 1 for a C, Pass 2 for a D and Pass 3 for an E.

Cambridge Pre-U Band	Cambridge Pre-U Grade	Cambridge Pre-U Principal Subject Tariff	Equivalent A Level Tariff
Distinction	1	tbc	n/a
	2	145	(A*) 140
	3	130	(A) 120
Merit	1	115	
	2	101	(B) 100
	3	87	
Pass	1	73	
	2	59	
	3	46	(E) 40

For more details, please go to [www.cie.org.uk/qualifications/recognition](http://www.cie.org.uk/qualifications/recognition).

## Common characteristics of Cambridge Pre-U syllabuses

- **Design:** focused on the development of high level knowledge, understanding and skills to prepare for university and beyond, through extensive consultation with teachers/students and universities.
- **Stretch:** built into syllabus content (380 guided learning hours and challenging concepts), assessment (open ended questions) and grading outcomes (finer differentiation at the top end).
- **Innovation:** new approaches to subjects, greater freedom in subject combination, new topics, new methods of delivery and new forms of assessment.
- **Progression in learning:** Cambridge Pre-U builds on prior knowledge gained at 14-16, where appropriate and develops broad generic skills (independent study and research skills). Students are better prepared for undergraduate study.
- **Linearity:** assessment at the end of the course makes for greater coherence in teaching and learning.

## Feedback from Schools



Increased focus and motivation in year 12 pupils

Richer, more coherent educational experience

Encourages wider reading

More independent inquiry and learning

Opportunity to develop and pursue own academic interests

Greater scope for upper ability pupils to distinguish themselves

More time and support available for lower ability pupils

Greater maturity at examination time



## Cambridge Pre-U Business and Management Scheme of Assessment

Three compulsory components:

Paper 1. Business Concepts: Multiple choice, short answer and essay questions.

Paper 2. Strategic Decisions: One non-synoptic question with multiple parts, three synoptic long-answer questions.

Paper 3. Personal Investigation.

Components 1 and 2 are externally set and marked. Component 3 is internally set and externally marked. Examinations take place at the end of the two-year course and a single grade is awarded.

## Curriculum content

Cambridge Pre-U Business and Management develops an appreciation of the value of business activity, plus a practical understanding of how businesses operate and why business decision-making is so important.

The course blends academic rigor with the development of practical skills. The course develops knowledge relevant to businesses in the Twenty-First Century and more time is available to discuss real businesses in context. Contemporary topics such as corporate social responsibility, Porter's Five Forces model, waste management and off-shoring are offered, as well as the more traditional principles which will continue to be relevant in business. The course strongly encourages students to become competent and confident in the calculation and interpretation of business data.

The Personal Investigation focuses on practical problem-solving skills. Students investigate a well-defined, specific problem, issue or question that exists at a real business. The investigation will focus on a small/medium sized business such as a local firm or private limited company (not a public limited company). Each investigation includes the collection and use of primary and secondary data. A strong emphasis is placed on the student's communication skills.

### **The Business Environment**

Enterprise  
Business and the economy  
Objectives  
Stakeholders  
Classification of business  
Business opportunities and constraints  
Planning  
Corporate issues  
Equities

### **Marketing**

Marketing and objectives  
Market research  
Elasticity  
The marketing mix  
The marketing plan  
Marketing law  
International marketing  
Marketing strategy  
Value

### **Accounts and Finance**

Costs, revenue, contribution and profit  
Budgets  
Sources of finance  
Investment decisions  
Cash flow

Break even analysis

Accounts  
Depreciation

### **Operations and Project Management**

Production methods  
Efficiency  
Capacity  
Quality  
Inventory  
Managing projects  
Competitive advantage  
Reducing waste  
Trends in cost control

### **People in Organisations**

Motivation  
Leadership and management styles  
Management by objective  
Labour turnover  
Absenteeism  
Human resource management and work force  
Planning  
Change management  
Employment law and collective representation  
Labour markets  
Business communication

## Support and Resources

CIE offers a programme of Cambridge Pre-U INSET training for teachers accompanied by support materials on a dedicated Cambridge Pre-U website.

Full syllabus details are at [www.cie.org.uk/cambridgepreu](http://www.cie.org.uk/cambridgepreu)

Specimen assessment materials are available from: [international@cie.org.uk](mailto:international@cie.org.uk)

