



BUSNES /BUSINESS

Uwch Gyfrannol (40%)

Unedau, dulliau asesu a chynnwys

Uned 1: Cyfleoedd Busnes Arholiad
Ysgrifenedig 1¼ awr (15%)

Cyfleoedd busnes, gwahanol gyfundrefnau preifat a chyhoeddus a'r marchnadoedd y maent yn gweithredu ynddynt. Pwysigrwydd ymchwil a segmentu. Galw a Chyflenwad.

Uned 2: Swyddogaethau Busnes
Arholiad Ysgrifenedig 2 awr (25%)

Rhaid i bob busnes ystyried swyddogaethau craidd busnes er mwyn llwyddo mewn marchnad gystadleuol sef marchnata, cyllid, adnoddau dynol a rheoli gweithrediadau.

Safon Uwch (60%)

Uned 3: Dadansoddi Busnes a Strategaeth
Arholiad Ysgrifenedig 2¼ awr (30%)

Deall a defnyddio amrywiaeth o dechnegau er mwyn datblygu strategaethau busnes priodol e.e. rhagolygu gwerthiant, cyllidebau, cymarebau ariannol, dadansoddiad SWOT ac Ansoff.

Uned 4: Busnes mewn Byd sy'n Newid
Arholiad Ysgrifenedig 2¼ awr (30%)

Mae angen i fusnesau addasu er mwyn llwyddo, nid yw'r byd busnes byth yn aros yr un fath a rhaid ystyried nifer o ffactorau allanol all effeithio'r busnes gan gynnwys rheolaeth risg, ffactorau PEST, masnach ryngwladol a globaleiddio.

Advanced Subsidiary (40%)

Unit, assessment strategy and content

Unit 1: Business Opportunities Written
examination: 1¼ hours (15%)

Business opportunities, different private and public organisations and the markets in which they operate. The importance of research and segmentation. Demand and Supply.

Unit 2: Business Functions

Written examination: 2 hours (25%)

To succeed in a competitive market, all business have to consider the core functions of a business, which are: marketing, finance, human resources and operations management.

Advanced Level (60%)

Unit 3: Business Analysis and Strategy
Written examination: 2¼ hours (30%)

Using a variety of techniques to develop appropriate business strategies e.g. sales forecasting, budgeting, financial ratios, SWOT analysis and Ansoff.

Unit 4: Business in a Changing World Written
examination: 2¼ hours (30%)

Businesses must adapt to succeed in a dynamic external environment, the business world never stands still and they need to consider a wide range of external factors that affect the business including risk management, PEST factors, international trade and globalisation.