



A-LEVEL BUSINESS STUDIES

TOGETHER WE SUCCEED
ACHIEVEMENT ASPIRATION HIGH EXPECTATIONS COMMUNITY

COURSE INFORMATION

Aims of the Course:

This course introduces candidates to the challenges and issues of starting a business building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work. In the second year, students are required to take a more strategic view of business opportunities and issues. Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business.

Programme of Study at A Level:

Year 12

Theme 1: Marketing & People - Exam 1 and 2

In this unit students will develop an understanding of: the importance of meeting customer needs in the market and the marketing strategy a business would use. It also explains what entrepreneurs are and how they develop into leaders and manage people.

Theme 2: Managing Business activities - Exam 2 and 3

This unit focuses on finance and how businesses go about raising sufficient finance to start a business. It then goes onto financial planning and managing finance and how this impacts on resource management. External influences and the impact are further analysed.

Year 13

Theme 3: Business Decisions and Strategy - Exam 2 and 3

This unit develops the concepts introduced in theme 2 and will further develop an understanding of; Business objectives and strategy, business growth, decision-making techniques, assessing competitiveness and managing change.

Theme 4: Global Business – Exam 1 and 3

This unit develops the concepts introduced in Theme 1 and will further develop and understanding of: globalisation, global markets and business expansion, global marketing and global industries and companies.

Exam Papers:

Paper 1: Marketing, people and global businesses (35%)

100 marks; Written examination 2hrs.

Paper 2: Business activities, decisions and strategy (35%)

100 marks; written examination 2hrs.

Paper 3: Investigating business in a competitive environment (30%)

100 marks; written examination (based on pre-release case study)



Approaches to Learning:

You will develop your independent learning skills through research. You will be involved in presentations and essay writing. During lessons you will be expected to take part in class and group discussions, to offer analysis of business operations and evaluate a range of business theories. Relevant visits to businesses if possible.

This course is for you if you have entrepreneurial skills and enjoy investigating a range of businesses independently, if you enjoy challenging your own assumptions about business using evidence that has become available, if you are good at thinking analytically about business organisations both locally and nationally. If you are able to develop and articulate your opinions and can produce extended writing evaluating your ideas.

This course will prepare you for a range of degree courses, especially business, but also finance economics and law. Future careers include retail management, teaching, financial accounting, law, management and the Civil Service.

Minimum Entry Requirements:

Five grade 9-5 GCSE passes including English and Maths. Level 2 Merit in Business if taken.



STEP-UP TASKS

The tasks set below have been chosen to reflect different units in the course:

- **Theme 1:** Marketing and People
- **Theme 2:** Managing Business Activities

By undertaking these tasks, you will gain an insight into the type of work you will be required to complete throughout the two years.

How will the tasks support your understanding of the course?

The tasks set below will give you an opportunity to demonstrate the key skills of data analysis

What skills will you begin to develop by completing this work?

- the ability to learn independently
- the ability to research actively and methodically
- to be able to give presentations and be active group members

Task 1 - (Linked to Theme 1 – Marketing and People)

Email this to w.coley@derbymoor.derby.sch.uk Subject of the email should be your **Full name – step into sixth form submission 1**

1. Complete research on why do individuals start their own enterprise? Identify 3 entrepreneurs and compare their reasons for starting a business? What characteristics do they have? Of the 3 you have researched, who do you think is the most successful and why?
2. Complete research to identify a Sole Trader, Limited Company (Ltd) and a PLC. Explain the difference between sole traders, private limited companies (Ltd), and public limited companies (PLC). Which do you think has been affected more by the Covid19 Pandemic and why? Include where they operate, on-line / high street; products/services they produce; branding and promotion; where they sell to?
3. Choose a product that you are familiar with e.g. confectionery, ice-cream, fashion, airlines, sports-wear, and technology and identify the suppliers the company uses and where they are from (e.g. imported). How do they distribute their products; directly through their stores, through a retailer or on-line?
4. Conduct an overview of promotional methods the company, you have chosen, uses (find out cost of sponsorship, advertising etc.) How can a brand give a firm a competitive advantage over their competitors?
5. How does your business conduct Market Research? What are the advantages/disadvantages of completing it this way? Who is their target market? What percentage of Market Share do they have?
6. For the PLC, research their share price; what is it currently? How has it changed through COVID19? Are they still financially viable? Is there still demand for their products? What impact has COVID19 had on demand?

By completing these challenges you should have a good understanding of the following; Forms of Business, Target market, Distribution, Market Share, Market Research, Entrepreneurs and characteristics, Branding, Promotion, Demand.

Task 1 - (Linked to Theme 2: Managing Business Activities)

Email this to a.hrncic@derbymoor.derby.sch.uk - Subject of the email should be your **Full name – step into sixth form submission 2**

1. Choose a business– you can choose from the list below OR use one of your own
 - a. Pre covid: Business background? What were their strengths? Weaknesses? Who owns the business? How is it financed? Have they grown recently? How did they finance that? What was it like before the lockdown, performance, market share, stock price, customer service levels, marketing, and media perception?
 - b. During lockdown: How has pandemic affected them? General impact, change in stock price, staff furlough? Staff work from home. What is their customer communication like? Marketing? Have they changed their behaviour or service during this time (e.g. introduced a delivery service)?
 - c. After: Your prediction: Will they recover? Why?
2. Suggested Businesses: **Virgin Airlines, McDonalds, Newspaper industry, Coffee Shops, Sainsbury, Tesco, Aldi, Prezzo, Pizza Express, Jaguar, JCB, Hilton Hotels, Travelodge, TUI, Boots**
3. The intention is to help you hone your research skills to condense large amounts of information and pick out the most important strand
4. We do not want streams of information, concise answers that are specific to the question and focus on the impact of Covid

This will allow you to consider a range of topics in business and how they can all be impacted by external influences. This will help you gauge whether the subject interests you, one of the best things about business studies, it changes every day, and it affects all parts of society.

TO DEEPEN YOUR UNDERSTANDING

Additional resources

<https://www.tutor2u.net/business/collections>

<https://www.tutor2u.net/business/reference/key-topic-revision-checklist-for-edexcel-alevel-business>

COMPLETED TASK

Student Name			
Subject Teacher		Date:	
Form Tutor:		Date:	