

# A Level Business Transition Booklet

Welcome to Business!

The Key Points from Induction Day were:

What to bring to lesson:

A folder

Paper & pens

Independent study:

Access to emails

Organisation & Time Management

Transition Guide:

Please complete this guide by 1<sup>st</sup> September

This booklet is intended to provide some key learning in preparation for your A Level studies.

Please complete this booklet using the internet as a resource.

## **A-level Business is the right subject for you if you enjoy:**

- communicating and explaining your ideas
- exploring and presenting alternative courses of action
- thinking strategically and making decisions
- working with numbers to solve business problems
- keeping up to date with national and international business news
- learning about the world of business through research and investigation

## **What do I need to know, or be able to do before taking this course?**

It doesn't matter if you haven't studied business before. You might have an interest in business, and want to start your own business one day. You may have an enquiring mind and be interested in learning about the world around you, how businesses work and what challenges businesses face. This course will help you to understand all this and more.

## **What will I learn?**

Business is a dynamic subject. You will learn about the diverse nature of business enterprise and the interdependence of the various parts of the business world. You will explore business success and business failure, investigate local, national and global business markets, and understand how businesses need to adapt and respond strategically to the changing environment in which they operate to survive and grow.

This constant evolutionary process makes business a fascinating subject.

In Theme 1 and Theme 2 you will learn about how businesses work. You will be introduced to the marketing and people functions before investigating entrepreneurs and business start-ups. You will also explore how business finance and operations work, and understand the impact of external influences.

Theme 3 and Theme 4 move from functions to strategy. You will explore influences on business strategy and decision-making, and understand how businesses mitigate risk and uncertainty. You will also explore global business and the opportunities and issues facing businesses in today's global world.

## **What can I do after I've completed the course?**

Through studying business, you will develop transferable skills that will prepare you for studying at university or moving into the world of work. You will become skilled in making decisions, solving problems, applying numerical skills (including understanding finance and working with data) and understanding the business environment. You will also develop commercial awareness. Suitable higher education courses include business management, accountancy and finance, marketing, tourism management and international business. Business students can also progress to a wide range of careers, such as banking, sales, product management and general management, to working in public sector organisations or charities.



# Steps to Success in A Level Business



## Work Ethic

- ✓ Be punctual and attend all lessons.
- ✓ Complete all classwork and homework to the best of your ability.
- ✓ Stay focused and avoid distractions during lessons.



## File Organisation

- ✓ Keep your physical and electronic files organized and up to date.
- ✓ Use clear and consistent naming conventions.



## Wider Reading

- ✓ Read around your subject to deepen your understanding.
- ✓ Use reliable sources such as textbooks, academic journals, and reputable websites.
- ✓ Take notes and reflect on what you read.



## Class Participation

- ✓ Engage actively in class discussions and activities.
- ✓ Ask and answer questions to clarify your understanding.
- ✓ Collaborate respectfully with your peers

## Course Content

Theme 1: Marketing and people	Theme 2: Managing business activities
Students will develop an understanding of: <ul style="list-style-type: none"><li>• meeting customer needs</li><li>• the market</li><li>• marketing mix and strategy</li><li>• managing people</li><li>• entrepreneurs and leaders.</li></ul>	Students will develop an understanding of: <ul style="list-style-type: none"><li>• raising finance</li><li>• financial planning</li><li>• managing finance</li><li>• resource management</li><li>• external influences.</li></ul>
Theme 3: Business decisions and strategy	Theme 4: Global business
This theme develops the concepts introduced in Theme 2. Students will develop an understanding of: <ul style="list-style-type: none"><li>• business objectives and strategy</li><li>• business growth</li><li>• decision-making techniques</li><li>• influences on business decisions</li><li>• assessing competitiveness</li><li>• managing change.</li></ul>	This theme develops the concepts introduced in Theme 1. Students will develop an understanding of: <ul style="list-style-type: none"><li>• globalisation</li><li>• global markets and business expansion</li><li>• global marketing</li><li>• global industries and companies (multinational corporations).</li></ul>

## A-level assessment

<b>Paper 1</b> You will tackle data response and essay questions on marketing, people and global businesses – this is the content you study in Theme 1 and Theme 4.	<b>Paper 2</b> You will tackle data response and essay questions on business activities, decisions and strategy – this is the content you study in Theme 2 and Theme 3.	<b>Paper 3</b> You will have a research task before the exam. The questions in the exam – data response and essay questions – are linked to the context you will research.
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More information about the A level can be found on the Edexcel website at:

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>



## A Level Business - Online Resources List

### Seneca Learning

Seneca Learning is a great online learning resource where you can learn/re-learn the whole A level in Business at your own pace in your own time. You will also be set regular assignments using Seneca. Your teacher will provide you with a sign-up code in the first few weeks of the course but there is no reason why you cannot get started now! <https://www.senecalearning.com>



### Other useful internet resources

Tutor2u Website	Taking the Biz
	
<a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a>	<a href="https://www.takingthebiz.com/">https://www.takingthebiz.com/</a>
BBC Business News	Time2Resources Youtube Channel
	
<a href="https://www.bbc.co.uk/news/business">https://www.bbc.co.uk/news/business</a>	<a href="https://www.youtube.com/playlist?list=PL31EOMw-r2HglEZK0AxboJxXqzOxiF2k_">https://www.youtube.com/playlist?list=PL31EOMw-r2HglEZK0AxboJxXqzOxiF2k_</a>

## Independent Transition Tasks

### Understanding Business

Can you find out 3 definitions of the word BUSINESS from the internet?

There are really only three ways to start up a successful business:

1. Do something completely new (and that people want)
2. Do something that already exists, but do it better
3. Do something that already exists, but at lower cost

Understanding customer needs is vital in business success. Describe what you think the needs are of the following customer.

A customer dining at McDonalds



A customer shopping at Primark

PRIMARK®





A customer shopping at Marks and Spencer

YOUR M&S

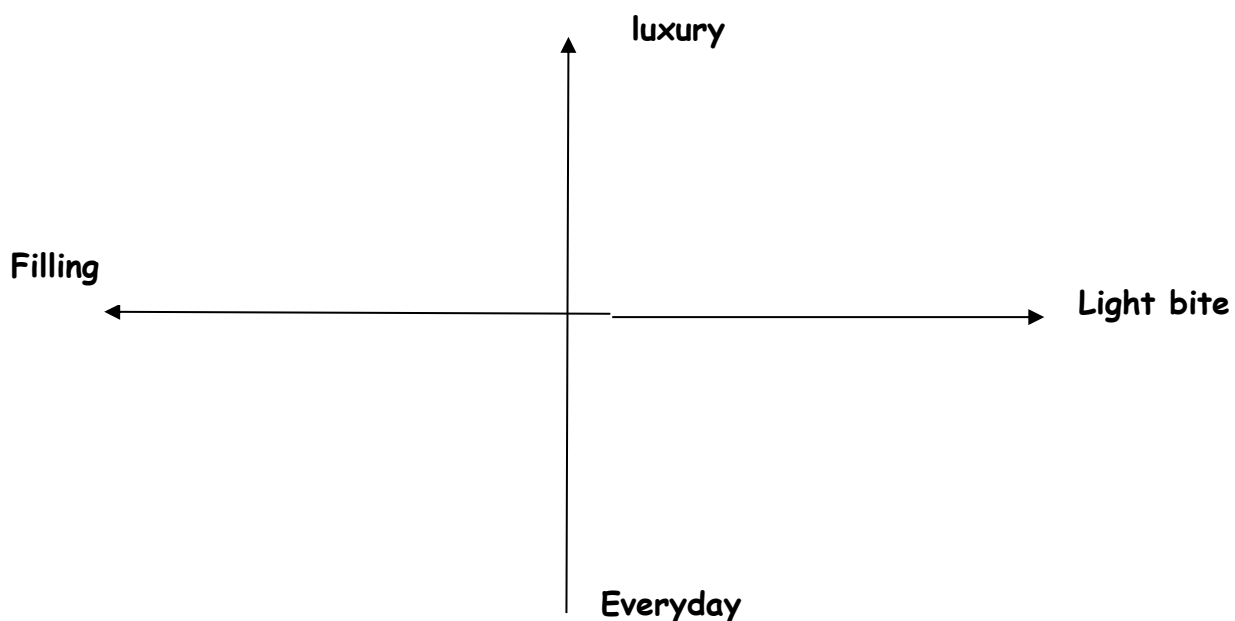
Understanding customer needs: Collecting data

What is market research? Can you find out using the internet?

Can you define primary and secondary research?

Can you find out the Advantages and disadvantages of primary research		Can you find out the Advantages and disadvantages of secondary research	
			

Market research is used to find out what customers want from a product or service. A business also has to find out whether the market is saturated with other similar businesses. In order to look at the market we can create a market map. Market mapping is a way of finding gaps in the market and identifying opportunities that are not currently being pursued.



Use the grid above to create your own market map for the chocolate industry

## SWOT analysis

A business needs to analysis the internal and external environment when making big decisions. One way of doing this is by conducting a SWOT analysis.

An example of a SWOT analysis for Starbucks Coffee :

Strengths Huge global revenue. It has a reputation for fine products and services. It has almost 9000 cafes in almost 40 countries. The company is a respected employer that values its workforce. The organisation has strong ethical values	Weaknesses. They need to look for a portfolio of countries, in order to spread business risk. The organisation is dependant on a main competitive advantage, the retail of coffee. This could make them slow to diversify into other sectors should the need arise.
Opportunities. New products and services that can be retailed in their cafes, such as Fair Trade products. New markets for coffee such as India and the Pacific Rim nations are beginning to emerge. Co-branding with other manufacturers of food and drink, and brand franchising to manufacturers of other goods and services both have potential.	Threats. Will the market for coffee continue to grow? Starbucks are exposed to rises in the cost of coffee and dairy products. Copy cat brands The effects of the recession on eating out and coffee

Can you conduct a SWOT for McDonalds?

Strengths	Weaknesses
Opportunities	Threats



## **Business Ownership**

In Business we have to be able to find out accurate information from a variety of sources, the main one being the internet.

Can you research and define each of these methods of ownership, finding out advantages and disadvantages of each?

Sole trader

Partnership

Franchise

Co-operative

Private Limited Company

Public Limited Company