

# HELSEBY

## Sixth Form



# **Year 11 Sixth Form Transition Material**

## **Subject**

## **A Level Business**

## **AQA Exam Board**

Congratulations on choosing to study Business A Level.

The information and tasks contained in this booklet will help you to research and prepare for your course when you start at Sixth Form Helsby in September. They will provide you with an overview of what to expect from your A Level studies and help you to develop a greater understanding of the subject.

This is by no means an exhaustive list but it will help you to start thinking about the subject and extra-curricular study and research.

## The Purpose

The purpose of this booklet is to **support your transition** into Business A Level. The more **YOU** take ownership and look beyond the text book, the more success you will find with the course and concepts. You will also take part in a weekly Business Quiz competition so will need to download the BBC Business News app and prepare yourself for the weekly challenge!

<https://www.bbc.co.uk/news/business>

You should bring your completed work to your first Business Studies lesson in September.

## AQA A Level Business Specification

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/specification-at-a-glance>

### Specification at a glance:

#### 2.1 Subject content

- 1 [What is business?](#)
- 2 [Managers, leadership and decision making](#)
- 3 [Decision making to improve 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 the strategic position of a business \(A-level only\)](#)
- 8 [Choosing strategic direction \(A-level only\)](#)
- 9 [Strategic methods: how to pursue strategies \(A-level only\)](#)
- 10 [Managing strategic change \(A-level only\)](#)

#### Assessments

Paper 1: Business 1	+	Paper 2: Business 2	+	Paper 3: Business 3
<b>What's assessed</b> All content above		<b>What's assessed</b> All content above		<b>What's assessed</b> All content above
<b>Assessed</b> <ul style="list-style-type: none"><li>• written exam: 2 hours</li><li>• 100 marks in total</li><li>• 33.3% of A-level</li></ul>		<b>Assessed</b> <ul style="list-style-type: none"><li>• written exam: 2 hours</li><li>• 100 marks in total</li><li>• 33.3% of A-level</li></ul>		<b>Assessed</b> <ul style="list-style-type: none"><li>• written exam: 2 hours</li><li>• 100 marks in total</li><li>• 33.3% of A-level</li></ul>
<b>Questions</b> Three compulsory sections: <ul style="list-style-type: none"><li>• Section A has 15 multiple choice questions (MCQs) worth 15 marks.</li><li>• Section B has short answer questions worth 35 marks.</li><li>• Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.</li></ul>		<b>Questions</b> Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		<b>Questions</b> One compulsory case study followed by approximately six questions.

Before the qualification can be awarded, students must undertake **all** the assessments.

### Trips/Visits... just a flavour of what you can expect

- Bank of England guest speakers
- JCB factory tour and educational talk
- Russell Taylor Recruitment Agency
- The Business of Retail Trafford Centre

## **UCAS**

Once you have decided on your subject area you can search UCAS to find appropriate University courses that best suit your interests. Examples below;

- <https://www.ucas.com/explore/subjects/business-and-management-studies>
- <https://www.ucas.com/explore/subjects/marketing>

## **A Level Business Websites**

### **Tutor2u**

Excellent website with student resources including revision notes and quizzes. Best blog for Business Studies as well as ones for Economics and Politics. Follow Tutor2u Business on Twitter;

[www.tutor2u.net](http://www.tutor2u.net)

### **Taking the Biz**

The aim of TakingTheBiz is to provide students with a more visual, engaging and memorable revision aide to help them prepare for their examinations. Each tutorial focuses on one of the key topics for the Business specification.

<https://www.youtube.com/channel/UCIJ4pk3uzyWoeoBkGs0hxQ/featured>

### **BBC Business News**

The business section is a superb resource and one of the best starting points to find up to date business news stories.

[www.bbc.co.uk/news/business](http://www.bbc.co.uk/news/business)

### **Learn Marketing**

Material on a number of marketing topics;

[www.learnmarketing.net](http://www.learnmarketing.net)

### **Radio 4 Bottom Line**

Podcasts The Bottom Line with Evan Davis;

<https://www.bbc.co.uk/programmes/b006sz6t>

### **Listen on demand In Business with Peter Day;**

<https://www.bbc.co.uk/programmes/b006s609>

## **Task 1**

There will be some key terms you should know from your GCSE course, however, if you are new to Business or have enjoyed a busy summer, these are the terms you should be familiar with.

**Spend some time to find them out and create a document with them prepared.**

Use: [www.tutor2u.com](http://www.tutor2u.com) to help you.

Easy Key Term	Challenging Terms
Revenue (define, formula)	Inflation
Profit (define, formula)	Interest rates
Variable costs (define, formula)	Porters Five Forces
Contribution per unit (formula)	Boston Matrix
Breakeven (define, formula)	Ansoff Matrix
LTD	Labour turnover (define, formula)
PLC	Capacity utilisation (define, formula)
Unlimited liability	ROCE (define, formula)
Limited liability	Current Ratio (define, formula)
Exchange rate	Trading Bloc
Profit margin	Financial Accounts

That should have given you plenty to think about. These terms will be integral to your understanding of business.

## Task 2 - The companies you really should know!

It is impossible to know what companies will be examined in your assessments. However, some of the big multinationals will provide you with enough evidence to cover all the aspects of business in your course. Become familiar with these companies, they will help you contextualise your answers.

Your first Summer challenge is to find out the 'ownership' types of these companies listed below



### **Task 3 - Choose 1 of the businesses from the previous activity. Describe & explain how the business operates**

You should include information on the following areas:

- a) How the business was started and a brief history.
- b) The markets the business trades in and its competitors.
- c) The businesses product or service range and the types of customer that the business targets.
- d) The ownership of the business and the advantages and disadvantages of this type of business.
- e) How the business is organised and managed.
- f) The types of technology and machinery used, together with an explanation of how they benefit the business.
- g) An explanation of the types of advertising and promotion that the business uses.

#### **How is the business doing?**

You could use both financial and non-financial data

- I. Analyse the changes in the business over the past 5 years
- II. Discuss how these changes have impacted on the products/services that they supply
- III. Comment on what steps the business should make to improve their chances of success in the future

#### **How the work should be presented?**

Your work should be in report format using main headings and sub-titles. You should use Word to complete this, although it is acceptable to produce hand written work. Any financial data, images or diagrams used will help illustrate your points.

#### **What happens outside of the business can impact its progress:**

Watch the news over the next week, choose 2 news stories that may/can affect a business.

- a. Write a summary of the news story
- b. Explain how the story could affect the business you have researched.

#### **The Reading List for the Summer**

One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done at the beach, in a café, your room, laying in a park, waiting at an airport-literally anywhere! The question is what to read....

#### **APPS for Business**



- <https://www.tutor2u.net/business>
- <https://www.youtube.com/channel/UCnVHZKYx1vWVnhRjJqJbNdQ>
- <https://www.youtube.com/channel/UCT981-ztPb-1pOAT--9n6Zg>

## News websites for Business

- The Guardian: <https://www.theguardian.com/uk/business>
- The Independent: <https://www.independent.co.uk>
- The FT: <https://www.ft.com>
- Reuters: <https://www.reuters.com/>

## Business Books

Your specific course will have an allocated revision guide that we provide for you. To supplement your reading these books will be of interest! The bold ones are easier reads!

<b><i>Building Strong Brands</i></b>	Aaker, David	978-1849830409
<i>The Idea in You: How to Find It, Build It, and Change Your Life</i>	Amor, Martin	978-0241971390
<b><i>Screw It, Let's Do It: Lessons In Life</i></b>	Branson, Richard	978-0753510995
<i>The 7 Habits of Highly Effective People</i>	Covey, Stephen	978-0684858395
<i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i>	Earley, John	978-1119096191
<i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i>	Ferriss, Timothy	978-1785041273
<i>Think and Grow Rich</i>	Hill, Napoleon	978-1934451359
<b><i>Legacy: New Zealand All Blacks</i></b>	Kerr, James	978-1472103536
<i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>	Martinez, Antonio Garcia	978-1785034558
<b><i>The Everything Store: Jeff Bezos and the Age of Amazon</i></b>	Stone, Brad	978-0552167833

## Task 4 - Wider Reading

Choose **two articles** from the list below, they have strong links and themes to the first unit of study but also focus on Business as a holistic topic. Once you have completed your reading of each, summarise the key points in a bullet point format.

1. **Mission and objectives:**  
<http://smallbusiness.chron.com/purpose-mission-vision-statements-strategic-planning-13161.html>
2. **Objectives of entrepreneurs:**  
<https://www.tutor2u.net/business/reference/starting-a-business-objectives-of-an-entrepreneur>
3. **Bank of England interest rates:**  
<https://www.theguardian.com/business/2017/jul/04/bank-of-england-michael-saunders-interest-rates-mpc-brexit>
4. **Inflation and businesses:**  
<http://www.telegraph.co.uk/business/sme-home/low-inflation-business/>
5. **Maximising profit, why?**  
<https://www.theguardian.com/sustainable-business/maximising-shareholder-profits-rules-us-businesses>
6. **Beyond profit:**  
<https://www.ft.com/content/b22933e0-b618-11e5-b147-e5e5bba42e51>

7. **Understanding the impact of a recession:**

<http://www.economicshelp.org/blog/5618/economics/negative-impact-of-economic-recession/>

8. **Revenues high but profits fall:**

<http://www.bbc.com/news/business-36034403>

9. **Revenue up but key product sales fall:**

<https://www.theguardian.com/technology/2017/may/02/apple-iphone-drop-again-2017-quarterly-earnings>

10. **The world's richest person, briefly...:**

<https://www.theguardian.com/business/2017/jul/27/amazon-founder-jeff-bezos-worlds-richest-man-bill-gates>

### Task 5 Understand the writing styles

The style of writing at A Level is a development of the writing style needed at GCSE. The main requirements across the exam boards are:

- **AO1 Knowledge (know your definitions)**
- **AO2 Application (this is a big one for context of the case studies and extracts)**
- **AO3 Analysis (show logical thinking and arguments. Consider why you raised the point)**
- **AO4 Evaluation (bringing it all together, forming a judgement and answering the question)**

The exam board will provide you with a good understanding of what is needed for each. You can find this in the specification, also look at example answers and mark schemes to see what is needed!

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/specification-at-a-glance>

The following is a made-up question and two short example answers. See if you can tell where balance and context are applied.

**Q. Boeing manufacture some of the world's largest passenger airplanes. Management are currently looking to reduce costs by purchasing cheaper engines and materials to manufacture the planes. Assess the impact of this strategy on Boeing.**

#### Example one

If they decide to buy cheaper things for making their products this will mean the company is spending less and their costs will be lower. This will be a good thing as their profits will increase which will make shareholders happy.

## Example two

If Boeing decide to purchase cheaper engines and materials for their planes, this will result in a lowering of their manufacturing costs which may make them more attractive than main rivals Airbus. This could result in more orders from British Airways or Virgin Atlantic. However, using cheaper engines and parts could have disastrous effects for Boeing. If an accident occurred and it was the fault of Boeing and cheaper parts/manufacturing, then Boeings brand image would be significantly damaged resulting in long term consequences for the firm.

Where did you see context and balance?

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## Folder Policy:

**You will be given a folder to use during Year 12. Your folder should have:**

- Course specification and content checklist at the front.
- Six subject dividers for Year 12 units taught across the first year and then you will be given another folder for Year 13.
- After each lesson you should be filing away your notes/worksheets in chronological order. An organised folder keeps an organised mind.
- Marked essays and mock exams to be kept at the back of your folder for reference purposes and to check progress.
- Example essays and other revision materials are also to be kept at the back.

## Marking looks like:

- There will be end of topic assessment for each topic area. You will be given marks, a grade and feedback for improvement.
- You will also have a least one formal homework each week which will include a past paper essay question. This will be marked by your teacher with a grade and feedback for improvement.
- Ordinary class notes will not be marked, although a folder check will take place after every topic has been completed.

## Teachers

You will have experienced business and economics teachers who are also official AQA examiners.

*We look forward to being part of your success!*