

Welcome to A Level Business

Business is a popular course that is firmly grounded in the reality of the dynamic business environment. Students will learn subject content alongside real business events such as the COVID-19, global recession, the BP Deepwater Horizon oil spill and the leadership of great entrepreneurs such as Steve Job and Sir Richard Branson to bring theory to life. Students achieve good results in this department and are taught in dedicated rooms with computers to use regularly. The subject explores the challenges and issues of starting, running and expanding a business and examines the different functional areas including Human Resources, Finance, Marketing and Operations.

You have activities to complete from now on and over the summer. These tasks should hopefully get you thinking about many Business challenges that are going on in the UK right now. As you think about the questions, always think about the reasons that justify an opinion, a Business model or a Business strategy.

Basic course overview:

You will study the AQA 'A' Level Business course over 2 years which is assessed at the end of this time by three examinations, 2 hours per examination. The basic overview of the course content can be seen below:

Component	Maximum raw mark	Scaling factor	Maximum scaled mark
Paper 1	100	x1	100
Paper 2	100	x1	100
Paper 3	100	x1	100
		Total scaled mark	300

Subject content areas

- > 3.1 What is business?
- > 3.2 Managers, leadership and decision making
- > 3.3 Decision making to improve marketing performance
- > 3.4 Decision making to improve operational performance
- > 3.5 Decision making to improve financial performance
- > 3.6 Decision making to improve human resource performance
- > 3.7 Analysing the strategic position of a business (A-level only)
- > 3.8 Choosing strategic direction (A-level only)
- > 3.9 Strategic methods: how to pursue strategies (A-level only)
- > 3.10 Managing strategic change (A-level only)

<https://filestore.aqa.org.uk/resources/business/specifications/AQA-7131-7132-SP-2015.PDF>

Activity 1

- a) Create a Folder on your home computer or memory stick called 'Business A-Level'. Save all your work (activities) in this folder for printing when in school in September 2022.
- b) Using the link on page 1, download, save and browse the specification for AQA A level Business.

Alternatively, if the link does not work, you can find the specification on the AQA website, click subjects in the top left-hand corner, Business, scroll down to AS and A level Business and then download and save the specification.

Activity 2

Global Brands Quiz

Use internet research to complete this activity.

Below are some of the top 30 most valuable global brands in 2019 according to Inter brand. However they are not in the correct order.

 TOYOTA			 i'm lovin' it [®]	
				
	 pepsi		 Mercedes-Benz	

1. Put the brands in the correct order from most valuable to least in the table below.
2. What is the form of ownership (business legal ownership structure) of each business?
3. What market share does each business hold in their respective industry?
4. What is the scope of each business? (National, International, Global)
5. How does each business above use innovation and technology to be successful? Give clear examples.

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 contextualize your answers.

Activity 3

Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take BREXIT for example, do you view that as a positive or a negative? There will be some key terms you should know from your GCSE Business 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 of their definitions, examples and formulas (where needed). Use 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
Break even (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	

Activity 4

Desert Island Companies

You have been stuck on a desert island, but luckily five companies/businesses have already set up there.

Complete the following tasks;

1. What are needs, wants?
2. Produce a list of your preferred five companies that you feel would be most important for you to survive and be happy in this desert island.
3. Give reasons for each of your choices, it might be helpful to rank them in order of importance.



Reading List & Recommendations

Social Media

Twitter, YouTube, TV

We recommend you follow useful business news providers such as the BBC, Tutor2U, The Independent, The Guardian, The Economist, Marketing magazine, SKY News etc. Others such as The Times, Telegraph and The Financial Times are good but limit your access if you do not pay for subscription.

Books: Class textbook

AQA A-level Business (SurrIDGE and GILSPIE) ISBN 978-1510453340

You will need to purchase a copy of this book.

Useful websites and Reading

Tutor2u, BBC website Business news section, The Guardian newspaper Business section, The Independent newspaper Business section, The Financial Times and The Economist