



Teddington Sixth Form

A Level Business

Course Details & Transition Tasks
2020-2022

A level Business Studies

Exam Board – Edexcel

Year 1 - (Year 12)

This booklet is designed to give you all the information you need before starting the AS Business course. Your course will consist of two units:

Meeting customer needs

- The market
- Market research
- Market positioning

Market

- Demand
- Supply
- Markets
- Price elasticity of demand
- Income elasticity of demand

Marketing mix and strategy

- Product/service design
- Branding and promotion
- Pricing strategies
- Distribution
- Marketing strategy

Managing people

- Approaches to staffing
- Recruitment, selection and training
- Organisational design
- Motivation in theory and practice
- Leadership

Entrepreneurs and leaders

- Role of an entrepreneur
- Entrepreneurial motives and characteristics
- Business objectives
- Forms of business
- Business choices
- Moving from entrepreneur to leader

Raising finance

- Internal finance
- External finance
- Liability
- Planning
- Sales
- Sales, revenue and costs
- Break-even
- Budgets
- Profit
- Liquidity
- Business failure

Resource management

- Production, productivity and efficiency
- Capacity
- Stock control
- Quality Control

External influences

- Economic influences
- Legislation
- The competitive environment

Year 2 - (Year 13)

Business objectives and strategy

- Corporate objectives
- Theories of corporate strategy
- SWOT analysis
- Impact of external influences

Business growth

- Growth
- Mergers and takeovers
- Organic growth
- Reasons for staying small

Decision-making techniques

- Quantitative sales forecasting
- Investment appraisal
- Decision trees
- Critical Path Analysis

Influences on business decisions

- Corporate influences
- Corporate culture
- Shareholders versus stakeholders
- Business ethics

Assessing competitiveness

- Interpretation of financial
- Ratio analysis
- Human resources

Managing change

- Causes and effects of change
- Key factors in change
- Scenario planning

Globalisation

- Growing economies
- International trade and business growth
- Factors contributing to increased globalisation
- Protectionism
- Trading blocs

Global markets and business expansion

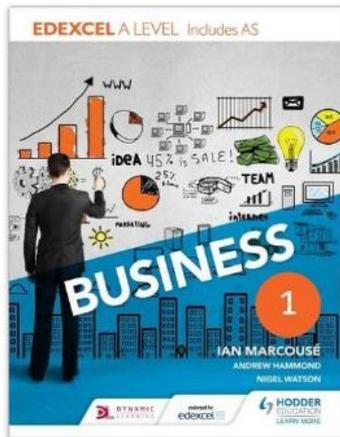
- Conditions that prompt trade
- Assessment of a country as a market
- Assessment of a country as a production location
- Reasons for global mergers or joint ventures
- Global competitiveness

Global marketing

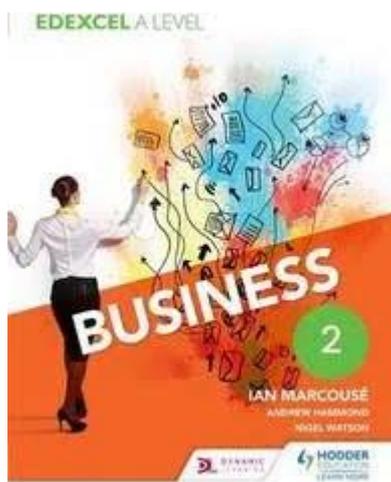
- Marketing
- Niche markets
- Cultural/social factors
- Global industries and companies
- The impact of MNCs
- Ethics

Textbooks and Resources Required

Edexcel Business A Level Year 1: Ian Marcouse
ISBN: 978-1471847769



Edexcel Business A Level Year 2: Ian Marcouse
ISBN: 1471847810



Expected and Essential Wider Reading:

- The Economist
- www.bbc.co.uk/news/business/
- www.tutor2u.net
- www.businesscasestudies.co.uk
- www.businessstudiesonline.co.uk

Business Review

- Philip Allan Successful Businessman What You See Is What You Get:
- My Autobiography by Lord Alan Sugar Anyone Can
- Common Sense Rules: Deborah Meaden
- The Real Deal: My story from Brick lane to Dragon's Den – James Khan

Transition Tasks

"A week in Business".   	
1	Select 7 pictures, one for each day to represent a business news story. (see if there is something different happening not just Coronavirus)
2	For each story, write a commentary/explanation: <ul style="list-style-type: none">• What is happening• What has it got to do with business• Why is it important?
3	Select the story that you found most interesting. Why was this?
4	Create a poster showing your pictures

[Inside Aldi: Britain's biggest supermarket part 1](#)

[Inside Aldi: Britain's biggest supermarket part 2](#)

[Inside Aldi: Britain's biggest supermarket part 3](#)

[Inside Aldi: Britain's biggest supermarket part 4](#)

Choose a Company/brand and research it!

Find out the following – Ownership type, Revenue, Profit, Number of employees, size and scale, name of leader (CEO)

Entrepreneurs and Leaders

Research these business people

	ENTREPRENEURS		
 Denise Coates	 Bill Gates	 Evan Spiegel	 Jeff Bezos
 Elon Musk	 Oprah Winfrey	 Larry Page	 Simon Nixon
 Kylie Jenner	 John Paul DeJoria	 Sergey Brin	 Susan Wojcicki

Research these different entrepreneurs and find out the following: -

1. What have they done?
2. Why are they an entrepreneur?
3. How did they do it?
4. What is their net worth?

Research Activity

Present your information as a report, PowerPoint presentation or poster.

1. **Select a company**

(picking a Public Limited Company (PLC) will make it easier to find information on the internet).

2. **Research some basic facts:**

- *Research the term "Annual Accounts for your chosen .PLC"*
- *Download the PDF*
- *Read the chairman's and CEO message at front of the pack*
- *Look through the pack to find the financial information (Income statement) this will show the revenue and profit.*

Explain the following

- *What does the business do?*
- *How large is it?*
- *Where is it based?*
- *What are its key objectives? (Hint: look in the Chairman's statement in the annual report)*

3. **How successful is it?**

Give evidence (Think about numbers: sales revenue, profit, market share etc. and get facts and figures).

4. **Has it become more or less successful over the last few years?**

(again, get evidence from annual report, compare finance for a few years)

5. **What do you think are the key factors that affect its success and why?**

(Think about competitors, Government regulation, the economy, its financial situation etc.)

6. **Evaluate what impact the coronavirus has on this business?**

Register with the iDEA website. This is a great way to attain an additional qualification online	Collect 3 interesting news article from the bbc website that you can relate to theory we have covered in business lessons	Create a fact sheet on how 4 different businesses have responded to the Covid -19 outbreak. Businesses face risks all the time and need to adapt to them.
Read an autobiography of an entrepreneur that interests you.	Collect some chocolate bar wrappers and create poster to explain how each target different segments	Watch an episode of food unwrapped and summaries the production and quality methods they use.
Watch the movie 'The Founder' all about the Mcdonalds franchise	Watch the movie 'Deep water horizon' and create a factsheet which summaries the key ethic issues that the movie discusses.	Research the stock market, how it works, track how prices changes and present this information in a poster
Watch any of the Inside series on Channel 4 on demand(e.g Inside Rolls Royce, Inside Aldi etc)	Watch Channel 4 series 'The Job Interview' available on Chanel 4 on demand	Create your own business – start thinking about what type of business you would like to run and develop a business plan for the idea (further information will be uploaded onto the classroom regarding this tasks)