

A-Level Business Studies

Welcome to A-Level Business Studies. I am really excited to start this two year journey exploring the fascinating world of business with you. Throughout the course you will explore what a business is, how they operate and what drives their decision making processes. The course looks at all elements of business including marketing, finance, operations management and human resources. You'll analyse real-world case studies, examine how economic changes affect business performance, and learn about the challenges of entrepreneurship. The course also introduces strategic decision-making, exploring how businesses expand, compete, and adapt in an ever-changing global market.

Mrs R Morgan – Second in Department for Maths & Teacher of Business Studies

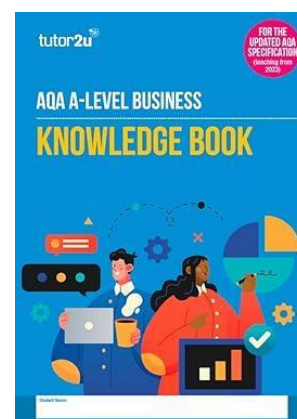
Understanding the course

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|---------------|---|
| Specification | AQA A Level Business Studies (Specification code: 7132) |
| Exams | <p>All exams are at the end of Y13</p> <p>Paper 1: All content assessed 2 hour written exam Three compulsory sections Section A has 15 multiple choice questions worth 15 marks Section B has short answer questions worth 35 marks Section C and D have two essay questions) worth 25 marks each</p> <p>Paper 2: All content assessed 2 hour written exam Three data response compulsory equations worth approximately 33 marks each and made up of three or four part questions</p> <p>Paper 3: All content assessed 2 hour written exam One compulsory case study followed by approximately six questions</p> |
| Teacher | Mrs R Morgan rmorgan@yateacademy.co.uk |

Course requirements

Please come prepared to your first lesson with the following materials:

- Pencil case with black pens, pencils, ruler, rubber
- A scientific calculator
- 1 lever arch folders
- 1 blank, lined exercise book for independent study
- A diary or planner to record homework requirements
- AQA A-Level Business Knowledge Book



Summer bridging work

To ensure you start the year as successfully as possible, please come to your first lesson having completed the following tasks.

Consolidate Task

| Task | Time expected | Complete |
|--|---------------|----------|
| <p>Research and analyse a real-world business</p> <p>Pick a well known business (e.g. Tesco, Dyson, Nike, or a local business) and prepare a written report (min 1 side of A4) on the following:</p> <ul style="list-style-type: none"> • What is the business mission statement? (often found on their website) • Who do you think the business is aiming its product or services at? (Who does it want as its customers?) • Who do you think are the business's main competitors and why? (Who else sells similar products / services to them?) • Investigate the business's financial performance e.g. what was its revenue and profits for the last financial year? | 2 hours | |
| <p>Entrepreneurship</p> <p>Prepare a PowerPoint presentation on your favourite entrepreneur and cover the following points:</p> <ul style="list-style-type: none"> - what is an entrepreneur? - background of your entrepreneur - what skills did your entrepreneur possess which allowed them to become successful? - give an example of when the entrepreneur took a risk - give an example of when the entrepreneur displayed creativity <p>Support: https://www.investopedia.com/terms/e/entrepreneur.asp</p> | 2 hours | |

Apply Task

| Task | Time expected | Complete |
|--|---------------|----------|
| <p>Watch the following clip and answer the questions below.</p> <p>https://www.youtube.com/watch?v=0Ne9lI0iVpc</p> <ol style="list-style-type: none"> 1) How has Apple managed to maintain its steady growth over the last decade? 2) How does Apple differentiate itself from its competitors in terms of branding and product quality? 3) How does Apple focus on creating a unique user experience for its customers? 4) In what way has Apple created a collaborative ecosystem of products for its users? | 1 hour | |

Extend Task

Pick one of the videos or podcasts in the list to listen to or watch. Summarise the key points.

| Topic | What is it about? | Link |
|-----------------------------|---|--|
| Different Types of Business | What are the main types of business? The three main forms of business (sole traders, partnerships and private limited companies) are explained in this revision video as well as the difference between incorporated and unincorporated businesses. | Different Forms of Business (Introduction) Reference Library Business tutor2u Watch Time: 7 minutes |
| Digital Marketing | What is digital marketing? You are likely to be exposed to digital marketing every day. Watch this video to look at the different ways that businesses can influence customers digitally and considered how you many have been influenced by this recently. | Digital Marketing (Overview) Reference Library Business tutor2u Watch Time: 7 minutes |
| Business Failure | Why do companies fail? Read this BBC article on the 5 reasons why the much-loved toy brand Toys R Us went out of favour with the British public and into administration. | Five reasons Toys R Us failed - BBC News Read Time: 10 minutes |