



A LEVEL BUSINESS

Aims :

- To enable you to make an informed choice about whether studying A Level Business is the right choice for you.
- By considering
 - The subject content
 - The skills which are required and will be developed

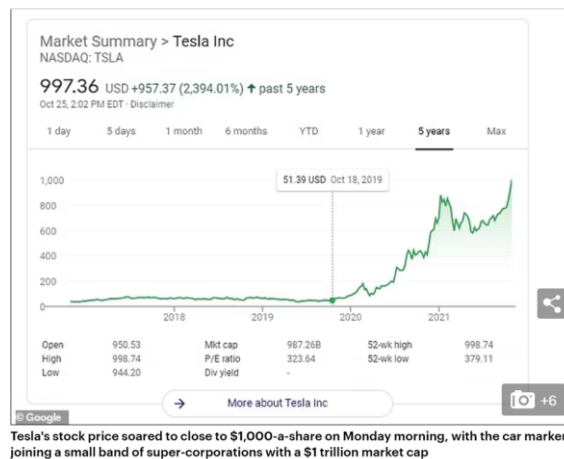
ARE YOU INTERESTED IN THE FOLLOWING FROM NOVEMBER 2021



The Budget



Walkers crisp supply disruption to last for weeks



EDEXCEL BUSINESS A LEVEL

Edexcel Webpage – Specification, past papers etc [Link](#)

Assessment – 3 Exam Papers Summer Y13

Paper 1 – Theme 2 and 3

Paper 2 – Theme 1 and 4

Paper 3 – Synoptic based on a particular market

Y12 (AS)

Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).

YOUTUBE A LEVEL REVISION WEBINARS

- Tutor 2 U [Link](#)



Follow the links and watch a webinar that interests you – do you want to learn more about this topic ?

- Taking the Biz [Link](#)



Remember the webinar will be just the key facts, designed to be used as a revision tool.

- Two Teachers [Link](#)



PAPER 3 – EXAMPLE JUNE 2021

Context

This year the context is the fast food/take-away and restaurant industry, and the UK-based businesses operating in these markets.

Research

To prepare for this year's context, you should research:

- Trends over the last 10 years, for example in terms of demographic change; changing costs and prices; change in health, lifestyle and diets; emergence of recipe boxes; consumer tastes and preferences.
- The market and competitive environment facing UK fast food/take-away and restaurant businesses: large chains and small independent operators.
- Marketing and promotions used by UK fast food/take-away and restaurant businesses.
- Financing the UK fast food/take-away and restaurant industry.
- Human resource management in the UK fast food/take-away and restaurant industry.
- Global influences on the UK fast food/take-away and restaurant industry over the last 20 years.

You **cannot** take any of your research or investigation data carried out as part of the pre-release into the examination.

ACADEMIC SKILLS REQUIRED

Numerical skills

- The course includes tasks that require Level 2 mathematics. A level is not required but would be an advantage to any student wishing to progress to undergraduate study in this area (Business, Economics, Accountancy etc)
- GCSE Maths Grade 5 or above – you need to be confident to
 - interpret graphs and charts, and tables of data
 - Calculate percentages and percentage change
 - Learn formula and be able to rearrange
 - E.g Price elasticity of demand = $\frac{\% \text{ change in quantity demanded}}{\% \text{ change in price}}$
 - Apply logical numerical processes e.g. Decision Trees

ACADEMIC SKILLS REQUIRED

Reading Skills

All exam papers will involve questions that are based on articles



Jack's is launched

Tesco, Britain's biggest supermarket chain, is preparing to launch Jack's, its own brand of discount stores. Tesco aims to take on the German discounters, Aldi and Lidl, that have both been increasing their market share in the UK.

Tesco is keen to emphasise Jack's 'Britishness'. Advertising highlights that eight out of 10 products available in Jack's are grown, reared or made in Britain, which it claims is a higher proportion than at any other grocer. The intention is for Jack's also to be the "cheapest in town", said David Lewis, Tesco's Chief Executive. "The large scale of Tesco and the lower operating cost of Jack's allows us to be cheaper".

The layout of each Jack's store has taken inspiration from Aldi and Lidl. For instance, in the centre is a promotion section consisting of 24 baskets and 48 products offered on a 'When it's Gone, it's Gone' basis, similar to 'Weekly Offers' found in Lidl.

All advertising will be done locally, using leaflets, with promotions tailored to the local community.

(Source: adapted from <https://www.marketingweek.com/2018/09/19/tesco-jacks-discount-chain/>)



ACADEMIC SKILLS REQUIRED

Written Skills

Written responses are required that

- use technical vocabulary
- present logical chains of reasoning
- provide balance
- give clear supported judgments

There are no specific SPAG marks

HOW TO BE SUCCESSFUL IF YOU HAVE NOT STUDIED GCSE BUSINESS?

- Recognise that you will have lots of transferable skills – numeracy, analysing sources e.g. texts, graphs, charts etc, ability to produce a written line of argument.
- Spend additional time to set homework learning key vocabulary so that you can use it accurately.
- In class question terminology and concepts that are mentioned that we have not studied yet – never don't ask because you are afraid of looking silly.
- Do not be alarmed if your marks are lower than you would hope in Y12 autumn term, it can take a little time to embed terms and approach (patience and resilience needed) but you will quickly perform at the same level as if you did GCSE.

TO BE A SUCCESSFUL STUDENT YOU MUST ENGAGE WITH CURRENT BUSINESS AND ECONOMIC NEWS

- In class you will be
 - Taught the knowledge and concepts – syllabus, textbook, revision guide
 - Skills needed to answer the examination questions
 - Numerical skills and business calculations
- However these will be assessed by your ability to apply them to a business context these cannot be predicted or taught.
 - To maximise your chances you need to watch, listen and read as much about business activities as you can.
 - Bring questions to class and ideas you wish to discuss – the more you put in the more you will get out.
 - Be pro-active! Participate in discussion – test and question ideas!

PREPARING FOR SEPTEMBER

BASIC SKILLS &
ESTABLISHING
HABITS TO BUILD
YOUR
UNDERSTANDING
OF THE
COMMERCIAL AND
ECONOMIC
ENVIRONMENT

Scrap book (paper / electronic) current business / economics news stories – read, look up any key words that you are unfamiliar with, bullet point key ideas, What will the impact be on the business or economy?, What questions does the article raise?

BBC Business News [Link](#)

For students new to Business

Key GCSE Topics – Business Ownership and Revenue, Costs & Profit (Tutor 2 U ownership, GCSE POD, Revision Guides, Youtube – BIZCONSESH)

All of the A Level Syllabus will be taught

Increase your understanding of the commercial and economic environment

useful Podcasts ;

Business as Usual (A level teachers) [Link](#)

BBC Sounds – Wake up to money (Daily) [Link](#), The Bottom Line – Evan Davies weekly on a specific business topic ([Link](#)) Reith Lecture – Mark Carney [Link](#)

Freakonomics Radio e.g. Will Work-from- Home work Forever?

PROGRESSION ROUTES

- Related Degree course – Business, Finance, Accountancy, Economics
- Degree Course linked with another subject e.g. International Business Management (Combining a MFL and Business)
- Degree Apprenticeship
 - E.g. CapGemini
 - **Qualification:** BA (honours) in Leadership & Management with Chartered Management from Aston University
 - **Duration:** 4 ½ years with permanent role
 - **Roles:** Service Delivery Analyst, Project Analyst or Functional Apps Consultant
 - **Locations:** London, Birmingham, Manchester, Woking, Telford
- Transfer the skills and knowledge to other courses or career paths – Remember all careers will involve either working for yourself or within an organisation

FURTHER QUESTIONS

If you have any further questions, please do not hesitate to contact Mrs Evans either face to face or via email.

