



A-LEVEL BUSINESS

Business Department Summer Preparation

June 2018

Welcome!



In This Task

- Introduction to A-Level Business
- Recommended reading
- Recommended viewing
- Holiday task to get you started
- Introduction to expectations

Want to work here? Ensure you get the qualifications you need!

A level Business continues to be a very popular subject because the course is relevant to the world around us and provides students with an understanding of what makes a successful business and why other businesses fail. Next time you watch Dragon's Den think about why the Dragons invested in some entrepreneurs and not in others; this will provide you with an insight into why students study Business. This course also equips you with the skills and knowledge to set up your own business, progress into employment or move up to university.

Course information Edexcel website:

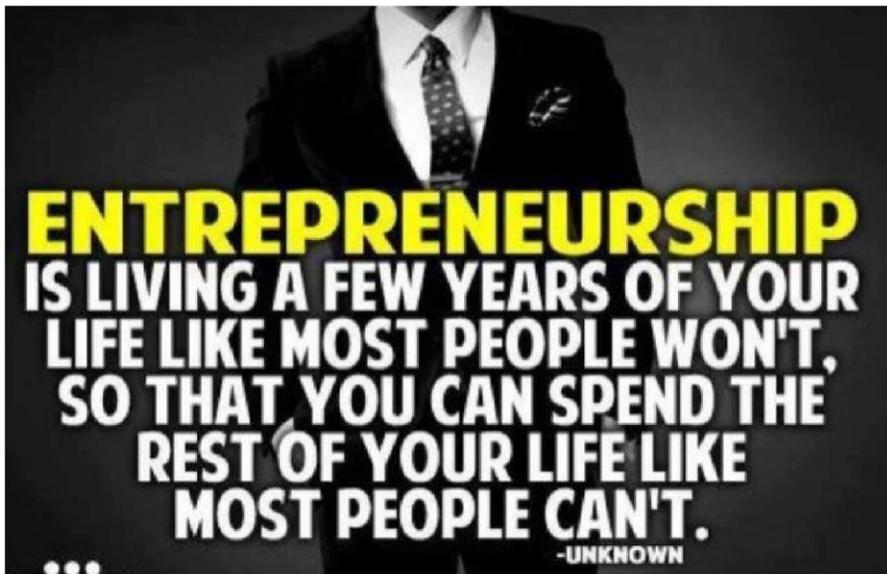
<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

Final Assessment:

3 x 2 hour exams
(each worth around 33%)
Taken summer of Year 13

Topics covered:

- Marketing and people
- Managing business activities
- Business decisions and strategies
- Global business



"Whenever you see a successful business, someone once made a courageous decision..." - Peter F Drucker

Recommended Reading

Reading is not limited to physical books, there are a lot of other resources that you can familiarize yourself with before the course. Here's our list of top websites/ publications/books for you to get your noses into:

The news (broadsheet papers)

You will find many useful articles on businesses and politics that will be useful in your final exams. When you start in September you will be regularly tested on your current affairs knowledge so get reading!
<http://www.telegraph.co.uk/news/>

Tutor2u.net

This website has strong links to the exam boards and contains regular updated blogs on current topics. It also has a lot of revision support material for later on in the course. <https://www.tutor2u.net/> Tutor2u also arrange intensive study workshops which we try to attend.

Textbook:

The recommended text book is:

Edexcel AS/A level Business
5th ed

Authors: Hall et al

Published by: Pearson

ISBN: 978-1-4479-8354-5

Recommended Viewing

There are many great TV programmes you should make time for, which give you a real sense of what it takes to manage a business, and how to get funding for start-ups. Below are a list of ideas, but please don't limit yourselves to just these! The news is one of the most useful programmes to watch to learn about external affects upon business, ethical business practice etc.

Dragons Den:

<http://www.bbc.co.uk/programmes/b006vq92/episodes/guide>

The Hotel Inspector

<http://www.channel5.com/shows/the-hotelinspector>

Panorama covers topics that will impact the way businesses operate, as well as looking at individual businesses themselves.

<http://www.bbc.co.uk/programmes/b006t14n/episodes/guide>

To prepare you for September we have devised a few tasks to get you up and running

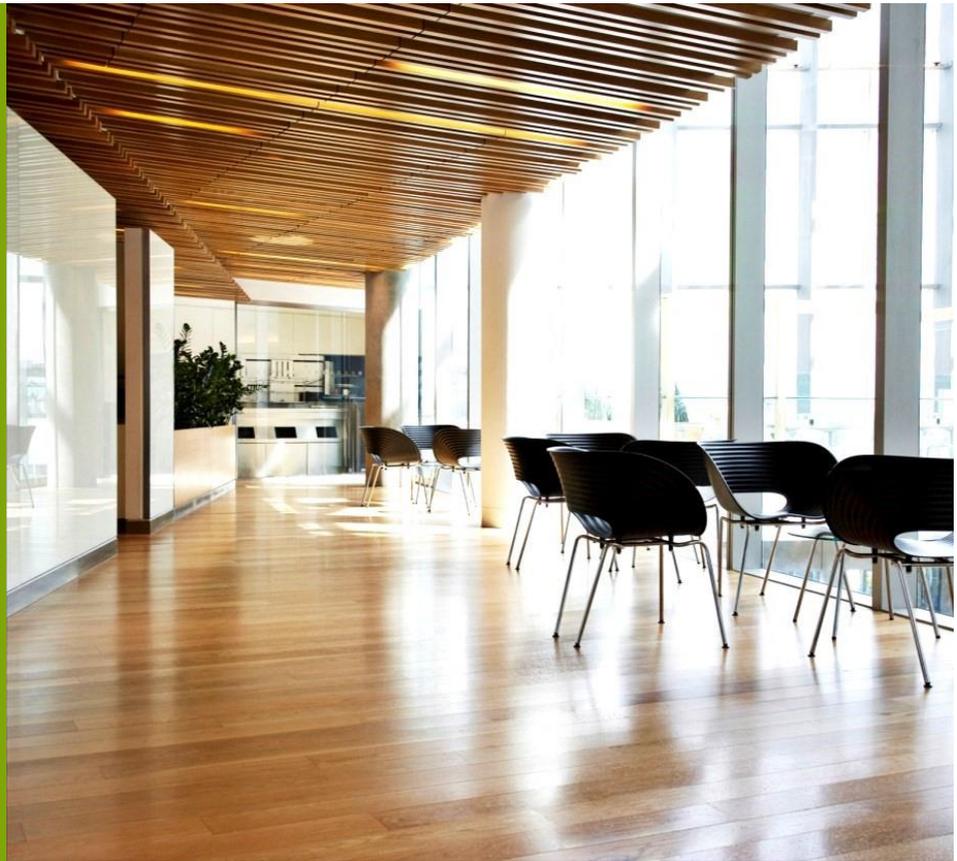
A-level business expects you to think like a small business entrepreneur/ owner/ manager.

To be successful on this course you will need to be able to make decisions which are well explained and make good sense.

This task sheet will aim to prepare you for this by giving you practical steps to achieve this.

Your first task offers you the opportunity to develop your research and analytical skills.

The second task asks you to prepare the first part of a business plan, beginning to think like a business owner.



Other supposedly inspirational office images!

TASK 1

Your first task is to prove your ability to be an independent learner. You are to download a copy of the specification from the exam board website and choose a topic from Theme 1 or Theme 2 (these are the units you will study in Year 12).

You are to research a news story on your chosen topic and make it the first entry in your Personal Study Journal (you could use a scrap book, a folder or a large exercise book for this purpose). Work may be neatly handwritten or word processed.

You should record the sources of your news story, eg BBC News website, <https://www.bbc.co.uk/news/business-44628993> accessed 27 June 2018. and then analyse the story:

What is the article telling you? Is this story about an individual business, an industry or the economy? What is the impact on the business, industry or economy? What has brought about this situation? What is likely to happen in the future?

TASK 2

“People are unlikely to know they need a product which does not exist and the basis of market research in new and innovative products is limited in this regard.”

Sir John Harvey-Jones

1. The first (and hardest step) for any aspiring entrepreneur is to come up with a good idea for a product to launch locally. You need to find a ‘gap in the market’, which means that you need to come up with an idea that has not been thought of yet, but which will be popular. If you are stuck, look at <http://www.businessnewsdaily.com/1999-great-businessideas-2012.html> for some inspiration.
2. Once you have your idea you need to do some research, is there any competition, what type of person will be your likely customer & how many of these are in your area that you can target, what sorts of prices are charged for your type of idea, what things will you need to buy to get your idea running, once you have this look at your results, is it still a good idea?
3. With all of your research, imagine you are approaching a bank for a loan to get started. They would expect to see a business plan. Complete the first 3 sections of HSBC’s online plan (Business Overview, Markets and Competition, Sales & Marketing) https://www.knowledge.hsbc.co.uk/business_plan
4. If you want an extension to this, try completing other sections (Financing would be good!).

Expectations

You are expected to undertake weekly independent research and study, as well as your set homework. Being an A Level Business student is not an easy ride!

You will create a Personal Study Journal to keep a record of your work, copies of news articles (which you will annotate with your analysis and evaluation of what you have read, linked to theory studied).

Folder checks will be carried out on a regular basis.

We hope you will enjoy your lessons as much as we enjoy teaching them and look forward to seeing you in September!

Contact:

Ms Haines
Subject Leader of
Business
& Economics

OR

Pop up to the Business Staff Base, at the top of the House, any lunch or break time.

