

# A Level Business Transition Pack

Welcome to Business!

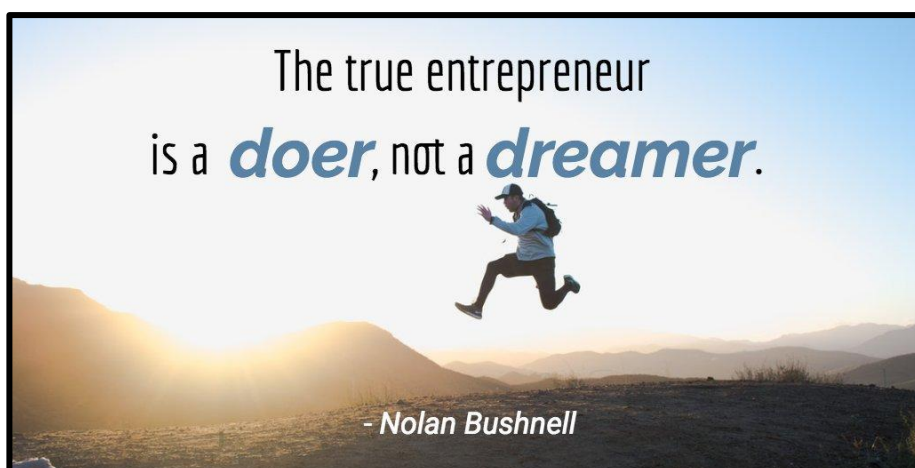
Business is a popular choice among students; it provides the opportunity for you to develop an extensive range of business-related knowledge and skills from marketing and the power of branding to understanding and constructing supply and demand curves to determine the price of goods and services.

We are exposed to the work of many businesses in our day to day lives through the goods and services we consume every day as well as in the media and through the part-time jobs you may have. Therefore, even if you have never studied business before it is likely you will have some subject knowledge to get you started.

The greatest challenge when transitioning from Year 11 to Year 12 is working independently. Managing your non-contact time and setting your own work timetable is not something that comes naturally from GCSEs. Business studies requires students to be well organised with good time management skills. A fundamental part of being successful in Business A level is the requirement for you to be able to contextualise the theory learned in the classroom to real life. The subject is constantly evolving and therefore as well as studying the theory behind how a business functions we will also be using up to date case studies of businesses you will be aware of to help you to apply your knowledge to the real world. Business A Level is rooted within real world context which means you as students are expected to up to date with current affairs and business news.

This induction pack includes tasks which form part of the assessment to judge your suitability to access the course in September.

To access the course you need to complete these induction tasks thoroughly.



# Key Information for A Level Business

## Specification:

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

## Textbooks (Optional purchase):



### Edexcel A level Business Year 1 Student Book

**Publisher: Hodder Education**

Author: Ian Marcouse, Nigel Watson, Andrew Hammond

ISBN: 9781471847769



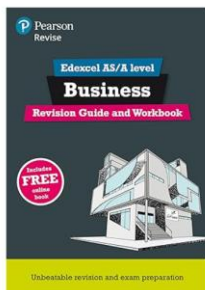
### Edexcel A level Business Year 2 Student Book

**Publisher: Hodder Education**

Author: Ian Marcouse, Nigel Watson, Andrew Hammond

ISBN: 9781471847813

**Revision Guide** (There will be the option to order as part of a class order in the first lesson at a reduced price)



Revise Edexcel AS/A level Business- **Publisher: Pearson Education**

## Assessment:

100% exam - 3 External Assessments in Year 13 [All 2 hours and 100 marks each]

Paper 1: Marketing, People and Global Businesses (Theme 1 & 4)

Paper 2: Business activities, decisions and strategy (Theme 2 & 3)

Paper 3: Investigating business in a competitive environment (All Themes)

## Organisational requirements:

You will need to purchase a ring-bound folder to place all of your notes in. This folder needs bringing to all business lessons, folder checks will be completed by your class teacher on a termly basis. A set of dividers, some lined paper and a few plastic wallets would also be helpful.

## **What is Business Studies?**

Business Studies is a fascinating and dynamic subject which intends to enable students to develop a critical understanding of organisations and their ability to meet society's needs and wants. In addition to this the business studies A Level also allows students to generate enterprising and creative approaches to business opportunities, problems and issues as well as encouraging them to be aware of the ethical dilemmas and responsibilities faced by organisations and individuals.

## **What will I study over the two years?**

Within Year 1 you will study Theme 1 and Theme 4, this will allow you to complete a full mock Paper 1 at the end of your first year. In Year 2 you will study Theme 2 and Theme 3 working towards Paper 2. In January of your second year of study a pre-release case study will become available for Paper 3. This consists of a number of bullet points to research around a particular industry. We will support you in gathering this research within lessons all four themes will be tested within this assessment.

### 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).

## A Level Business Preparatory Tasks

Please complete all tasks and bring your answers, notes and findings with you **on the first lesson in September**. Guidance for all of these can be sought from one of the following websites or in the year 1 (and 2) textbooks.

<https://www.tutor2u.net/business>

<https://revisionworld.com/a2-level-level-revision/business-studies-level-revision>

### Task 1: Current Affairs

Over the next 10 weeks – pick one business news story each week and write a short summary that summarises the key points from the story. Each summary should be around 50 words as another key skill in business A Level is being concise.

### Task 2: Calculations

Business A level has become increasingly numerical therefore a large part of being successful on the course is having confidence with the numerical aspects.

### **Market Size, Share and Growth**

*Example:*

Firm A sells 2,000 units at £8.

Firm B sells 2,500 units at £5.

**Market size: Total sales of all the firms in a given market.**

Market size **by volume** = 2,000 units + 2,500 units = 4,500

Market size **by value** is found by multiplying the number of units sold by price

Market size **by value** = (2,000 x £8) + (2,500 x £5) = £16,000 + £12,500 = £28,500

**Market Share measures the sales of one business as a percentage of total sales in the market.**

**Market Share = (sales of firm A / total market size) x 100**

Showing your working, calculate the market share of firm B:

Market share **by volume** = \_\_\_\_\_

Market share **by value** = \_\_\_\_\_

Showing your working, calculate the market share of firm B:

Market share **by volume** = \_\_\_\_\_

Market share **by value** = \_\_\_\_\_

**Market Growth is the change in the size of a market over time.**

**Market Growth = (new market size – old market size) / old market size x 100**

**Example:**

If the value of market sales in 2020 of £28,500 rises to £30,000 in 2021

The market has increased in size by  $(£30,000 - £28,500) / £28,500 \times 100 = £1,500 / £28,500 = 5.3\%$

### **Questions - Market Size and Share:**

	Number of units sold	Selling Price
Firm A	3000	£5
Firm B	4000	£4

Showing your working, calculate the following:

1. Market Size by Volume
2. Market Size by Value
3. Firm A - Market Share by Volume
4. Firm A - Market share by Value
5. Firm B - Market Share by Volume
6. Firm B - Market share by Value

### **Market Growth:**

1. Complete the 2020 column with your figures from the previous section and then calculate the Total Market Value for both years.

	2020 (£)	2021 (£)
Firm 1 – Market Share by Value		17750
Firm 2 – Market Share by Value		18250
Total Market Value		

2. By how much did the market grow in 2021? Show your workings.

EXTENSION: Which firm improved the most? Explain your answer.

### **Task 3: Justify your answer**

One of the hardest parts about transition to A Level Business is being able to critically analyse different options within business contexts you may not be familiar with. To succeed in this you often have to imagine you are the CEO of the company and this decision falls to you. Justifying your answer with evidence to support your argument is vital so that shareholders you do not sell their shares.

**Select 2 of the following questions to answer.** For each question you must justify your response with evidence using any business/economics knowledge you have, you should seek to explain the impacts on the business or consumer to help you with your justification. The questions may seem random but they are designed to get you to think.

- Why does it cost only £25 when you are hiring an £16000 car but £45 to hire a £250 suit?
- Why do so many restaurants/bars charge customers for water but give away free peanuts?
- Why can you get a mobile phone for only £12.95 but you have to pay £19.95 for a battery for that same mobile phone?
- Why is it unlikely that economy lounges and planes at airports and economy sections of trains will ever be made to be of a higher quality?
- Why is the average new house built in the UK so much smaller than new houses built in Australia and the USA?
- Why do the most popular books and CDs sell for so much less than the least popular books and CDs, whereas the opposite is true for cinema tickets?
- Why do businesses sometimes put 'As seen on TV' in print advertisements and on product packages?
- Why do lawyers spend so much more on cars and clothing than university professors?
- Why does a light come on when you open the fridge but not the freezer?

#### **Task 4: Careers focus**

Finally, create a mind map to identify the different careers a business student/graduate may pursue. This will help you to look at different enrichment activities or work experience you can get involved with now to support your university and/or job applications in the future.