TRANSITION

PACK

for

A LEVEL

BUSINESS

Exam board AQA

https://www.aqa.org.uk/subjects/business/a-level/business-7138

INTRODUCTION

Welcome to A level Business!

This A-level Business course introduces you to all you need to know about working in business, providing a solid foundation for further study.

With a focus on helping you to become a good decision maker, you'll learn essential managerial skills, alongside techniques to help you become an analytical problem solver. These skills are all highly sought after and valued in a wide range of careers.

COURSE CONTENT

A-level Business content

An introduction to key business areas: marketing, operations, finance and human resource management and strategy. This includes a special focus on decision making – particularly how decisions made in one area can affect the rest of the business.

Three units of work:

Unit 1:

- Business and objectives
- Forms of business and stakeholders
- Marketing management

Unit 2:

- People management
- Operations management
- Business values and culture

Unit 3:

- Business and society
- Business and the external environment
- Strategy
- Change

A-LEVEL ASSESSMENT

A-level assessment consists of three two hour written exams taken at the end of the two year course. Each exam will be worth a third of the A-level. All three papers will draw on skills from the whole course, and will feature a range of question styles including multiple choice questions, short answer questions, essay questions, data response questions and case studies.

Each paper will build on the next. For example:

Paper 1: Assesses content in Unit 1 = 33.3%

Paper 2: Assesses content in Unit 2 (with links to Unit 1) = 33.3%

Paper 3: Assesses content in Unit 3 (with links to Units 1 and 2) = 33.3%

EXPECTATIONS

Our aim is to deliver a challenging and engaging course and to support you in achieving your highest possible grade in this subject. In order for this to be possible, we have the following expectations:

- You must attend all lessons. Poor attendance equals poor grade. At A level missing 2 or 3 hours of lessons can be a lot of work to catch up. If you have to miss a lesson, ensure you get notes from your teacher or other students.
- Keep your notes, classwork and homework organised in both an A4 ring binder and using an exercise book, using dividers to help organise different topics. This will help you when it comes to revision and enable you to find work ready for assessment.
- Whilst your notes are really important, at A level, you need more! You need to listen to your teacher in class, participate in tasks and discuss topics in small groups and with your teacher, complete your homework and read about/research the topics by yourself to complement your learning and understanding.
- You also need to be aware of what is going on in the business and financial world so, read relevant online magazines, watch business television programmes, and keep up to date with current affairs. (See recommended resources)
- Before a lesson, refresh your knowledge about what you did in the previous lesson. Make sure you have any work ready to hand in

RECOMMENDED RESOURCES

Reading is an essential part of the course and you will be required to read at home and during independent study. Extra reading is necessary for the development of critical thinking and for the extension of knowledge and understanding of what is happening in the world today. There are Business textbooks kept in the classroom and LRC, together with copies of Business Review. It is not necessary that you purchase any additional texts as there is so much valuable material online. We recommend the Tutor2U website, and suggest you access this resource at least once a week.

Useful Websites

Tutor2u: http://www.tutor2u.net/

BBC News: http://www.bbc.co.uk/news/business

YouTube Tutor2u revision videos

https://www.youtube.com/channel/UCe83jLdZ3PuqVwAHe6B3U2A

Competition Commission — www.competition-commission.org.uk

The Guardian: www.guardian.co.uk/business

The Times: http://business.timesonline.co.uk

Business Week: http://www.businessweek.com/

Bloomberg: www.bloomberg.com

Business Link: www.businesslink.gov.uk

Statistics: http://statistics.gov.uk

Television

There are plenty of business related TV programmes that will help to develop your understanding of topics covered e.g. Dragon's Den, Newsnight, Panorama, Undercover Boss, etc.

THE SUMMER PROJECT

1) Complete the key terms list below.

2) Choose any two companies (for a challenge, choose from different industries). Create a fact file on each of the companies. The fact file should not be longer than two pages of A4 or two slides. You can do a mixture of both. Information you should try to include:

- Who they are and what they do;
- Key financial information on them;
- Their ownership type;
- Recent news articles on the company over the past 12 – 18 months;
- Their plans for the future;
- Their two major competitors and why.

4) Download the exam board specification (see link on front page)

5) Look through the specification, it can be a real help in understanding your forthcoming Course.

Key Terms List:

Key Term	**Definition**
Business plan	
Entrepreneur	
Dividend	
Liability	
Stakeholder	
Premium	
Customer Relationship	
Demand	
Segment	
Mass	
Niche	
Break even	
Forecast	
Return	
Revenue	
Profit	
Capital	
Leadership	
Benchmarking	
Sustainability	
Globalisation	
Strategy	
Risk	
Consumer	
Customer	