

Subject content.

- 1 What is business?
- 2 Managers, leadership and decision making
- 3 Decision making to improve marketing performance
- 4 Decision making to improve operational performance
- 5 Decision making to improve financial performance
- 6 Decision making to improve human resource performance
- 7 Analysing the strategic position of a business (A-level only)
- 8 Choosing strategic direction (A-level only)
- 9 Strategic methods: how to pursue strategies (A-level only)
- 10 Managing strategic change (A-level only)

Paper 1: Business 1	+	Paper 2: Business 2	+	Paper 3: Business 3
What's assessed All content above		What's assessed All content above		What's assessed All content above
Assessed <ul style="list-style-type: none"> • written exam: 2 hours • 100 marks in total • 33.3% of A-level 		Assessed <ul style="list-style-type: none"> • written exam: 2 hours • 100 marks in total • 33.3% of A-level 		Assessed <ul style="list-style-type: none"> • written exam: 2 hours • 100 marks in total • 33.3% of A-level
Questions Three compulsory sections: <ul style="list-style-type: none"> • Section A has 15 multiple choice questions (MCQs) worth 15 marks. • Section B has short answer questions worth 35 marks. • Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each. 		Questions Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		Questions One compulsory case study followed by approximately six questions.

Complete the following questions for one large and one small business of your choice.

*(This should be based on **your own Primary research**, rather than the internet - Use any friends/family, jobs, work experience, contacts or observation methods).*

1. What was the Legal Structure (Ownership) for the Company? Why is this appropriate for them?
(Sole Trader, Partnership, Private Limited Company.....)
2. Draw a chart showing the chain of command for the Company.
(Who were the bosses? Who was responsible for which areas?)
3. Did the other workers enjoy their work and why?
(What do you think motivated them?)
4. Which types of Marketing did the company use? Show examples and explain whether it is effective.
5. Would you like to work at the company when you finish school? Explain why?

Useful websites:

<https://goo.gl/N4ZV2c> or <https://sites.google.com/a/ahs.bucks.sch.uk/ahs-year-12-business/>

<http://www.bbc.co.uk/news/business>

<http://www.tutor2u.net/#business>

<http://www.beebusinessbee.co.uk/>

<https://www.theguardian.com/uk/business>

<http://www.telegraph.co.uk/business/>

<https://www.bbc.co.uk/bitesize/examspecs/zvwb382>

Other useful activities include:

- A good quality daily newspaper;
- Watching TV and listening to radio news;
- Current affairs TV and radio programmes;
- TED talks at <http://www.ted.com/talks>;
- Business based TV, such as Dragons' Den and the Apprentice.

Business – Find definitions to the following Key terms

Term	Definition
Bank loan	
Bank overdraft	
Break-even	
Budget	
Business plan	
Cash flow	
Cash flow forecast	
Contribution	
Costs	
Demographic segmentation	
Elasticity of demand	
Enterprise	
Entrepreneur	
Fixed costs	
Franchisee	
Franchisor	
Limited liability	
Margin of safety	
Market growth	
Market research	
Market segmentation	

Market share	
Opportunity cost	
Patent	
Primary research	
Profit	
Qualitative research	
Quantitative research	
Return	
Risk	
Sample	
Sole trader	
Total costs	
Trade credit	
Trademark	
Unlimited liability	
USP	
Variable costs	
Venture capital	
Working capital	

Reading list for Business

Here is a list of useful resources in the school library.

Title	Author	Classification
The mind of the strategist. The art of Japanese business	Ohmae, Kenichi	658 OHM
The Martha rules	Stewart, Martha	338.76164092 STE
The beermat entrepreneur	Southon, Mike West, Chris	658
Maverick	Semler, Ricardo	338.092 SEM
Using the financial pages	Vaitilingham, Romesh	332.6 VAI
Tortoise walking for beginners	Scott, Iain	338.04 SCO
Switched on	Hashemi, Sahar	338.04 HAS
Anyone can do it : building Coffee Republic from our kitchen table 57 real-life laws on entrepreneurship /	Hashemi, Sahar Hashemi, Bobby	658.421 HAS
How they started. In tough times	Bishop, Beth Lester, David	658.11 LES
How they started : how 30 good ideas became great businesses	Lester, David	658.11 LES
How they started : global brands : how 21 good ideas became great global businesses.	Lester, David	338.7 LES
One click : Jeff Bezos and the rise of Amazon.com	Brandt, Richard L	381.142092 BRA
The war for talent	Michaels, Ed Axelrod, Beth Handfield-Jones, Helen	658.3 MIC
The death of distance 2.0. How the communications revolution will change our lives	Cairncross, Frances	302.23 CAI
Effective leadership	Heller, Robert	658.4092 HEL
Guide to the management gurus. Shortcuts to the ideas of leading management thinkers	Kennedy, Carol	658 KEN
Motivating people	Heller, Robert	658.314 HEL
Movers and shakers		338.04
Leading change	Kotter, John P	658.406 KOT
Dragons' den : success, from pitch to profit		650.1
The Google story	Vise, David A Malseed, Mark	337.761 VIS

Managing people	Heller, Robert	658.3 HEL
Business as usual	Roddick, Anita	658 ROD
The World is flat: the globalized world in the twenty-first century	Friedman, Thomas L.	303.4 FRI
Our iceberg is melting : changing and succeeding under any conditions	Rathgeber, Holger Kotter, John P.	658.406 KOT
Show me the money	Hall, Alvin D	332 HAL
Pioneers of digital : success stories from leaders in advertising, marketing, search, and social media	Springer, Paul Carson, Mel	658.872 SPR
Building strong brands	Aaker, David A	658.827 AAK
Jony Ive : the genius behind Apple's greatest products	Kahney, Leander	621.39092 KAH
The discipline of market leaders. Choose your customers, narrow your focus, dominate your market	Wiersama, Fred Treacy, Michael	650.1 TRE
Green, inc. Guide to business and the environment	Cairncross, A	658.408 CAI
The business of being social : a practical guide to harnessing the power of Facebook, Twitter, LinkedIn and YouTube for all businesses	Taylor, David Carvill, Michelle	658.872 CAR
The new alchemists	Handy, Charles	153.35 HAN