



Business Department

Subject:

Edexcel A Level Business

Year Group: 12

Form

Name:

ALPS:

Target for Year:



Overview

A Level Business is a 2-year course. The course of study includes four core units, comprising three summative external examinations.

Course Overview

Theme 1 Marketing & People	Theme 2 Managing Business Activities
<ul style="list-style-type: none">• Meeting customer needs• Market• Marketing mix and strategy• Managing people• Entrepreneurs and leaders	<ul style="list-style-type: none">• Raising finance• Financial planning• Managing finance• Resource management• External planning
Theme 3 Business Decisions & Strategy	Theme 4 Global Business
<ul style="list-style-type: none">• Business objectives and strategy• Business growth• Decision making techniques• Influences on business decisions• Assessing competitiveness• Managing change	<ul style="list-style-type: none">• Globalisation• Global markets and business expansion• Global marketing• Global industries and companies

Exam Arrangements

3 x 2-hour exams all taken at the end of the course. All exam questions are based on source information based on real business case studies. Questions vary from short written responses and calculation questions to longer essay type answers.

Assessment during the course will take the form of past paper style case study questions and calculation questions.

Recommended Reading / Revision

Read as much as you can in quality newspapers and magazines about the current state of business, both in the UK and internationally. Students are provided with access to textbooks during the course but may also wish to purchase additional revision material.

Recommended reference websites include:

<https://www.tutor2u.net/business>
<https://www.bbc.co.uk/news/business>
<https://www.economist.com/>
<https://www.ft.com/>

A further suggestion would be to identify businesses to follow on Instagram/ Twitter so you can watch and assess their growth over time.

This course combines theory and practical application, but there is no coursework. All assessment is at the end of the two years via three examined papers. You will need to research and use the business theory you acquire, applying it to the real world of business. You must be enthusiastic about the world of business and have a passion for enterprise. In written work you must be able to write in context applying your theoretical knowledge with examples you have focused on in your private study.

The more reading around the subject you can do, the better. The business world changes every day and is far from static. Some of the change is internal and within the control of the business owners and leaders; other change will be due to external factors such as politics, economics, technology, laws and competitor action.

Specification

Edexcel GCE Business

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

Transition work

Activity 1- Give definitions of the following terms.

Assets-

Balance sheet-

Capacity utilisation-

Decision trees-

Exchange rates-

Fixed costs-

Globalisation-

Horizontal integration-

Inferior goods-

Job production-

Kaizen-

Lean production-

Market research-

Niche markets-

Opportunity costs-

Penetration pricing-

Quality control-

Retained profit-

Stakeholders-

Tariffs-

Activity Two- Analysing an emerging industry.

Find two articles Listen to the two podcasts highlighted below and answer the following questions.

Podcast one- <https://www.bbc.co.uk/programmes/m0000xry>

What industry is being discussed in the podcast?

Do you agree with what is being discussed? Do we want to spend more of our time making memories than purchasing physical goods? Why do you think that?

How much of this emerging industry is down to social media and people looking for things to post and share online?

What are the risks involved in this industry? Are there some more traditional businesses who will miss out on sales and revenue as a result?

Write down three interesting facts from the podcast.

1

2

3

Podcast two- <https://www.bbc.co.uk/programmes/m001jl37>

What industry is being discussed in the podcast?

What are the traditional methods of recruitment?

What seems to be the new 'trend' in how businesses recruit? What is the future of recruitment?

Write down three interesting facts from the podcast.

1

2

3

Activity three- independent research

During A-level study you are expected to complete independent reading and research. <https://www.tutor2u.net/business> is an excellent source of revision information and additional reading to help you develop your understand of key concepts in business. Click on the following links and write up a summary in the spaces available of the key concepts explained in the videos.

1. Multinationals- <https://www.tutor2u.net/business/reference/multinationals>

Summary-

2. Budgets and budgeting- <https://www.tutor2u.net/business/reference/budgets-and-budgeting-introduction>

Summary-

3. Stakeholders and shareholders- <https://www.tutor2u.net/business/reference/stakeholders-and-shareholders-compared>

Summary-

4. Overtrading- <https://www.tutor2u.net/business/reference/overtrading-explained>

Summary-

5. Limited and unlimited liability- <https://www.tutor2u.net/business/reference/limited-and-unlimited-liability>

Summary-

6. Branding- <https://www.tutor2u.net/business/reference/value-of-branding>

Summary-

Activity Four – Data Analysis

This is a key skill used in the study of business. We don't often do any complicated maths, but we do have to understand numerical information and spot patterns to help discover what is going on. Data is most often used in marketing and finance but is also of use in the study on human resources and operations.

Use the data in the table below to assess how well the firm is doing. Write a brief description, showing your findings and make sure that you include some calculations.

	2017	2018	201
Market share	8%	6.6%	6.4%
Sales (in units)	3.45m	3.25m	3.24m
Share price	316p	320p	322p
Number of workers leaving	83	77	63
Profit	£3.4m	£3.6m	£3.5m
Average selling price per unit	£2.30	£2.50	£2.50
Money invested (capital)	£66m	£57m	£57m
Unit cost (total costs/total output)	£1.31	£1.40	£1.44
Amount of long term loans	£33m	£22.8m	£22.8m

