



## Wath Sixth Form Subject Preparation Pack

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# A-LEVEL BUSINESS

### World-class learning

World-class learning every lesson, every day

### The highest expectations

Everyone can be successful; always expect the highest standards

### No excuses

Create solutions not excuses; make positive thinking a habit

### Growth mindset

Believe you can improve; work hard and value feedback

### Never give up

Resilience is essential; be relentless in the pursuit of excellence

### Everyone is valued

Diversity is celebrated; see the best in everyone

### Integrity

Be trustworthy and honest; deliver on promises and walk the talk

## **Contents**

- What is Business?
- Why should I study Business?
- What careers could A-Level Business lead to?
- What will I study?
- How will I be assessed?
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### **What is Business?**

A-Level Business is known as an inter-disciplinary subject where you combine elements of accountancy, management science, economics, social psychology and law. You will engage with the world of business through the context of current business developments and real business situations. You will learn how management, leadership and decision-making can improve performance in marketing, operational, financial and human resources. You will also explore the interrelated nature of business activities and how they affect businesses, be they large or small, UK or internationally focussed and in different sectors such as service or manufacturing.

### **Why should I study Business?**

This course allows for a greater understanding of the world we live in and the impact that businesses have on everyone. It is important to remember that every action taken by a business, individual or the government will have an impact and effect, you will become fully emerged in the intrinsic detail of what that impact and effect is. You will gain a breadth of skills within this course; independent research, oracy, critical thinking, analytical skills are among some of these gained that will aid you for future life.

### **What careers could Business lead to?**

Business is a holistic subject and one that can benefit a number of careers. It will give you some insight into the decisions made for an organisation that you may work for in the future or in fact aid decisions you yourself might make if you own an organisation.

Qualifications directly linked to studying A-Level Business could include:

Financial sector

Marketing sector

Human resource sector

Management

Education sector

Retail Sector.

## What will I study?

At Wath Academy we cover the AQA syllabus which covers a breadth of knowledge split across **3** papers.

### Year 1

What is business?

Managers, leadership and decision making.

Decision making to improve marketing performance.

Decision making to improve operational performance.

Decision making to improve financial performance.

Decision making to improve human resource performance.

### Year 2

Analysing the strategic position of a business.

Choosing strategic direction.

Strategic methods: how to pursue strategies.

Managing strategic change.

## How will I be assessed?

Three papers which are all 2 hours in length, 100 marks and have an equal weighting.

Each paper has a slightly different approach, explained below.

### Paper 1

Three compulsory sections:

#### **Section A**

15 multiple choice questions (MCQs) worth 15 marks.

#### **Section B**

Short answer questions worth 35 marks.

#### **Sections C and D**

Two essay questions (choice of one from two and one from two) worth 25 marks each.

### Paper 2

Three compulsory sections:

Data response questions worth approximately 33 marks each and made up of three or four part questions.

Three mini case studies are provided, that students use to answer the questions.

### Paper 3

Approximately 6 compulsory questions:

One case study followed by approximately six questions.

## Meet the staff



**Mrs Schofield**

Teacher of Business and Economics



**Mr Tingle – Head of Faculty**

Teacher of ICT, Computer Science and Business

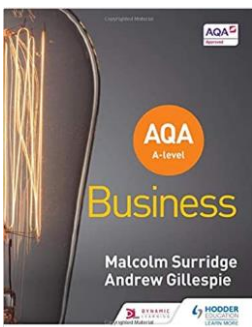
**Mr Senior**

Teacher of Business and Economics



## Recommended Resources

### **AQA A-level Business (Surridge and Gillespie)**



This is the newest release of the text book for the course. This includes both years course content. You may wish to purchase this book to support your own independent study over the course of the next two years. There are other resources available which could also support your learning whilst studying the course.

<https://www.tutor2u.net/> This website provides clear information on every topic within the A-Level specification, this includes study notes, videos and quizzes. Topical news articles related to study topics are also a key feature to this website. This is a great resource and one that all students are encouraged to use when studying A-Level Business.

<https://www.bbc.co.uk/news/business> Students need to be fully aware of the business climate and what is happening in the world of business. We do encourage students to download the BBC news app and add the Business page to their app so that they can be notified of any business news. Knowledge of real business situations now only bring the subject to life but embeds understanding even further.

## **Additional resources**

The following resources may or may not link directly to the specification but are useful in developing your wider understanding of key theories and concepts.

### **Netflix**

The Founder

Steve Jobs – Billion Dollar Hippie

The Social Network

The Great Hack

### **Reading**

Ten Words - Terry Leahy

The Everything Store - Brad Stone, Pete Larkin, et al.

Upstarts- Brad stone

The Virgin way- Richard Branson for the leadership

The Strategy Book - Max Mckeown

### **Films**

The Big Short

Founder

### **Documentaries**

Mark Zuckerberg – Inside Facebook

Steve Jobs – One Last Thing

Mary Porters – Secret Shopper

topic

## **Future Consideration after A-Levels**

### **Top 20 universities for Business Studies (The Times)**

1	University of Oxford	12	University of East Anglia
2	University of St Andrews	13	University of Southampton
3 =	University of Warwick	14	University of York
3 =	University of Bath	15	Durham University
5	Loughborough University	16	University of Bristol
6	University of Leeds	17	King's College London
7	Lancaster University	18	University of Aberdeen
8 =	University of Strathclyde	19 =	University of Stirling
8 =	University of Exeter	19 =	University of Birmingham
10	University College London	19 =	University of Sheffield
11	London School of Economics and Political Science		

## **Transition tasks**

**Aim:** The aim of these tasks is to develop your understanding of key business content and key terms to ease the transition into the study of a new subject at A-Level standard. As a new subject/course you will be exposed to a lot of

key terms and studies – some of which can be quite daunting especially when surrounded by GCSE students who may already be fluent in Business specialist terminology. By completing the tasks below, you will consolidate or develop knowledge of important content which will inevitably aid your understanding of the course over the next term.

### Key terms

Define each of the key terms below (in relation to Business, not their general definition)

<https://www.tutor2u.net/business/topics/group/key-terms-concepts>



Key term	Definition	
Business		
Consumers		
Customers		
Suppliers		
Stakeholder		
Shareholders		
Mission		
Aims		
Quantitative		
Qualitative		
Revenue		
Fixed Costs		
Variable costs		
Dividends		
Limited Liability		
Unlimited Liability		

Market share		
Market Size		

### Detailed Activities

<https://www.economicshelp.org/blog/12436/concepts/sectors-economy/#more-12436>



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Key term	Definition	Examples
Primary Sector		
Secondary Sector		
Tertiary Sector		

### Business Forms

When starting/growing a business, the form that the business needs to be, should be carefully considered as there are pros and cons to both.

Key term	Definition	Advantages	Disadvantages
Sole Trader			
Partnerships			
Private Limited Companies			
Public Limited Companies			

### Stakeholders



Stakeholders as you should have gained knowledge from above are anyone interested in a business. These can be categorised into two main areas. <https://www.tutor2u.net/business/reference/stakeholders-introduction>

Internal	External

### Motivational Theory's

Research each theorist and make notes on each. <https://www.tutor2u.net/business/reference/motivation-theory>

Taylor (Scientific management)

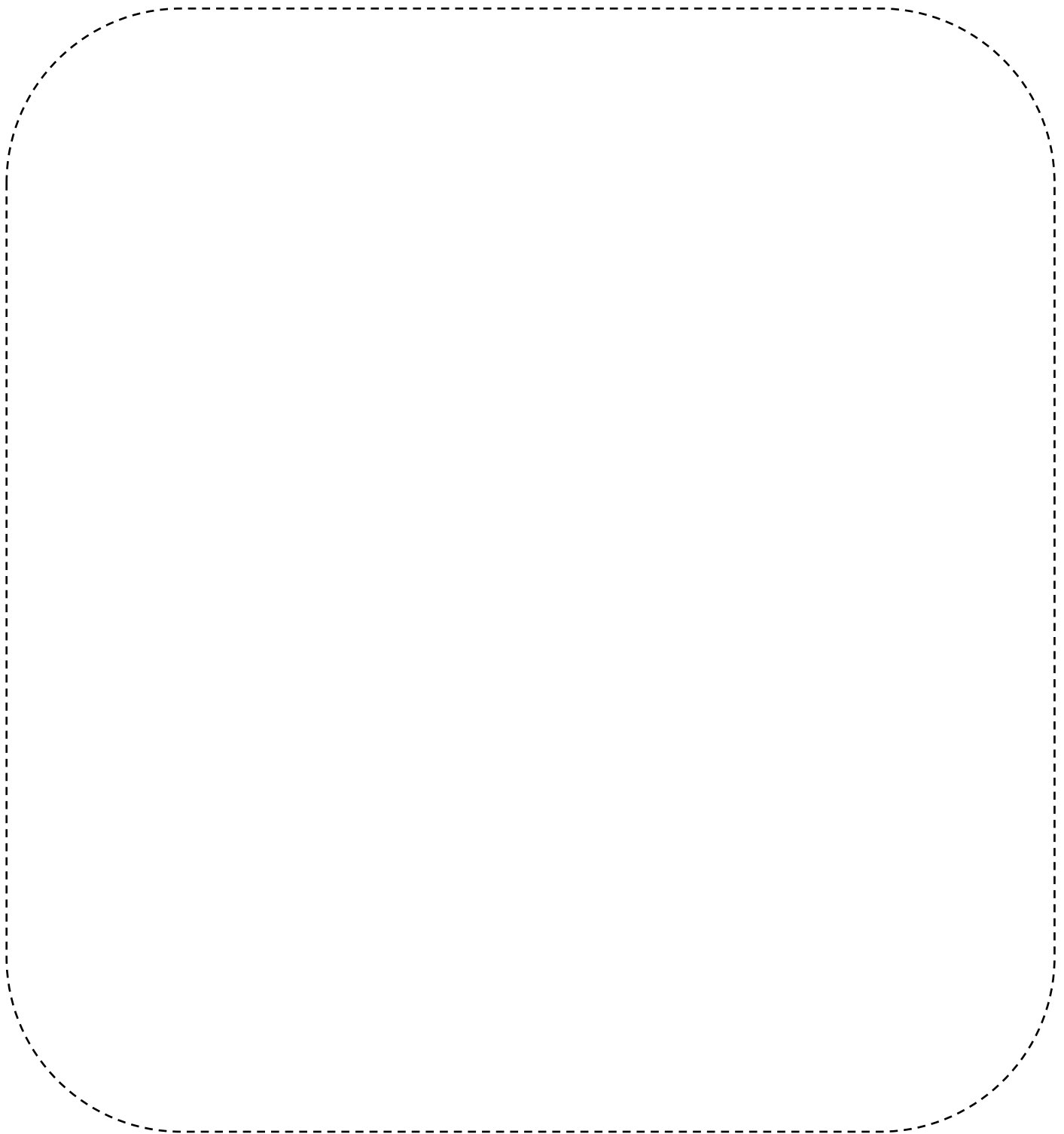


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Herzberg – Two factor theory

Maslow- Hierarchy of needs

Read the business news and find out what is happening in the business environment.



Explain what is happening in the article (use figures where appropriate).

