



A-Level Business Transition

Where you will learn the world of business is that beyond just the monetary.

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i.

The basics and expectations

Let's start with a positive: Well done!

Well done for completing your GCSEs and putting the work in! You have opened some doors and the purpose of all A Level courses is to open those doors a little wider. Hopefully you have chosen Business as you have an interest in a subject which affects your everyday lives. With that in mind, let's begin...

The basics: Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take Brexit or the impact of Covid19 for example, do you view that as a positive or a negative?

There will be some key terms you should know from your GCSE course, however, if you are new to Business or have enjoyed a busy summer, these are the terms you should be familiar with. Spend some time to find them out and create a document with them prepared.

Use: www.tutor2u.com to help

Easy Key Term	Challenging Terms
Revenue (define, formula)	Inflation
Profit (define, formula)	Interest rates
Variable costs (define, formula)	Porter's Five Forces
Contribution per unit (formula)	Boston Matrix
Break even (define, formula)	Ansoff Matrix
LTD	Labour turnover (define, formula)
PLC	Capacity utilisation (define, formula)
Unlimited liability	ROCE (define, formula)
Limited liability	Current Ratio (define, formula)
Exchange rate	Trading Bloc
Profit margin	

That should have given you plenty to think about. These terms will be integral in your understanding of business.

The expectations

Business is a subject that continues to change, it is a forward looking subject. It is a subject that requires writing in context. You cannot rely only on your text book. To be successful you will need to show:

1. *Awareness of business in the real world via media news sources*
2. *An ability to conduct independent research*
3. *Show logical chains of argument. Don't jump steps, link them in your answers*

ii.

The companies you really should know!

It is impossible to know what companies will be examined in your assessments. However, some of the big multinationals will provide you with enough evidence to cover all the aspects of business in your course. Become familiar with these companies, they will help you contextualise your answers.

1. *Your first Summer challenge is to find out the 'ownership' types of these companies listed below*
2. *Your second Summer challenge comes later on.....*

**Volks
wagen**

Amazon

NHS

Vodafone

Apple

Nike

BRITISH

Shell

AIRWAYS

Nestle

Unilever

TOYOTA

Mars

TESCO

Cadbury

Rolls Royce

STARBUCKS

BARCLAYS

facebook

TESLA

HSBC

Joh

n

Lew

is

IKEA

Coca-Cola

Google

Virgin

iii. The reading list for the summer

One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done at the beach, in a café, your room, laying in a park, waiting at an airport-literally anywhere! The question is what to read....

APPS for Business



News websites for Business

1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: <https://www.independent.co.uk>
3. The FT: <https://www.ft.com>
4. Reuters: <https://www.reuters.com/>

Business Books

Your specific course will have an allocated book, check with your tutor first prior to purchasing the course book.

To supplement your reading these books will be of interest! The bold ones are easier reads!

<i>Building Strong Brands</i>	Aaker, David	978-1849830409
<i>The Idea in You: How to Find It, Build It, and Change Your Life</i>	Amor, Martin	978-0241971390
<i>Screw It, Let's Do It: Lessons In Life</i>	Branson, Richard	978-0753510995
<i>The 7 Habits of Highly Effective People</i>	Covey, Stephen	978-0684858395
<i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i>	Earley, John	978-1119096191
<i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i>	Ferriss, Timothy	978-1785041273
<i>Think and Grow Rich</i>	Hill, Napoleon	978-1934451359
<i>Legacy: New Zealand All Blacks</i>	Kerr, James	978-1472103536

<i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>	Martinez, Antonio Garcia	978-1785034558
<i>The Everything Store: Jeff Bezos and the Age of Amazon</i>	Stone, Brad	978-0552167833

The writing styles

The style of writing at A Level is a development of the writing style needed at GCSE. The main requirements across the exam boards are:

- 1) Knowledge (know your definitions) **AO1**
- 2) Application (this is a big one for context of the case studies and extracts) **AO2**
- 3) Analysis (show logical thinking and arguments. Consider why you raised the point) **AO3**
- 4) Evaluation (bringing it all together, forming a judgement and answering the question) **AO4**

Each exam board will provide you with a good understanding of what is needed for each. You can find these in the specifications, also look at example answers and mark schemes to see what is needed!

Writing styles

Tutor2u: Tutor2u recommend a style of writing called PeCAN PiE, you can watch a video on this here: <https://www.tutor2u.net/business/reference/effective-paragraph-technique-pecan-pie>

Writing style examples

The following is a made-up question and two short example answers. See if you can tell where balance and context are applied.

Q. Boeing manufacture some of the world's largest passenger airplanes. Management are currently looking to reduce costs by purchasing cheaper engines and materials to manufacture the planes. Assess the impact of this strategy on Boeing.

Example one

If they decide to buy cheaper things for making their products this will mean the company is spending less and their costs will be lower. This will be a good thing as their profits will increase which will make shareholders happy.

Example two

If Boeing decide to purchase cheaper engines and materials for their planes, this will result in a lowering of their manufacturing costs which may make them more attractive than main rivals Airbus. This could result in more orders from British Airways or Virgin Atlantic. However, using cheaper engines and parts could have disastrous effects for Boeing. If an accident occurred and it was the fault of Boeing and cheaper parts/manufacturing, then Boeings brand image would be significantly damaged resulting in long term consequences for the firm.

Where did you see context and balance?

WEEK 1: Business Purpose

- 1) Complete the key terms list by finding out the definitions for each key term.
- 2) Choose 3 companies from the list provided on page 3.
- 3) Create a fact file in the form of a Powerpoint presentation on each of the companies. The fact file should not be longer than 10 slides.
 - a. Who they are and what they do
 - b. What are their key objectives
 - c. Key financial information - profit/ loss, share value, market share, sales revenue
 - d. Their ownership type and advantages and disadvantages of this ownership type
 - e. 2 Recent news articles on the company over the past 12 – 18 months
 - f. Their plans for the future (pick out two elements from their annual report)
 - g. Their two major competitors and why

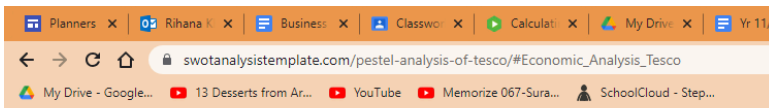
WEEK 2 : Business Environment

1 Read the information in the link given below and watch the video on PESTLE Analysis

<https://www.tutor2u.net/business/reference/what-is-pest-analysis>

Create a spider diagram of the key elements of a pestle analysis

2. Using the link below access the PESTLE analysis for Tesco. Click on the link and scroll down to the video and a table of contents. Watch the video and use the Table of contents to access further details for each factor.



- [Tesco Swot Analysis](#)
- Tesco Porters Five Forces & Economic Moat Analysis
- Tesco Financial Ratio Analysis including DuPont Anal

Table of Contents
1. Political Analysis Tesco
2. Economic Analysis Tesco
3. Social Analysis of Tesco
4. Technological Analysis Tesco
5. Environmental Analysis Tesco
6. Legal Analysis Tesco

3. You should now have a better understanding of how to complete a PESTLE analysis. Use the knowledge create one for the a business of your choice industry. For each factor find at least two issues. For the economic section I have given specific elements I want you to look at.

Political	
Economic	interest rate

	inflation unemployment rates
Social	
Technological	
Legal	
Environmental/ Ethical	

3. Using your PESTEL analysis for the restaurant industry, write up a short evaluation whether each aspect of it will be good or bad for a new restaurant to set up and how it will affect it.

4) Download the exam board specifications. They can be found here:
a. AQA

5) Look through the exam board specification for us which is AQA, they can be a real help in understanding your forthcoming course.

Exam Boards

AQA: <http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-7131-7132>

