



Year 11 > 12 Bridging Work Summer Term 2023



Subject	Business
Course	A-Level
Awarding Body	Pearson

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Course/specification overview

Course Topic Content Theme 1 and 2 (Yr12) and Theme 3 and 4 (Yr13)

Theme 1

Marketing and people

Meeting customer needs
The market
Marketing mix and strategy
Managing people
Entrepreneurs and leaders

Theme 2

Managing business activities

Raising finance
Financial planning
Managing finance
Resource management
External influences

Theme 4

Global business

Globalisation
Global markets and business expansion
Global marketing
Global industries and companies
(multinational corporations)

Theme 3

Business decisions and strategy

Business objectives and strategy
Business growth
Decision-making techniques
Influences on business decisions
Assessing competitiveness
Managing change

Paper 1

Marketing, people and global businesses

Questions drawn from **Theme 1** and **Theme 4**
100 marks, 2 hours
35% of qualification

Section A: one data response question, including one extended open-response question

Section B: one data response question, including one extended open-response question

Paper 2

Business activities, decisions and strategy

Questions drawn from **Theme 2** and **Theme 3**
100 marks, 2 hours
35% of qualification

Section A: one data response question, including one extended open-response question

Section B: one data response question, including one extended open-response question

Paper 3

Investigating business in a competitive environment

Questions drawn from **all themes**

100 marks, 2 hours
30% of qualification

Two data response questions broken down into a number of parts, each including one extended open-response question

This paper has a pre-released context to enable students to investigate an industry or market in which businesses operate.

Examinations

What does the A-Level have to offer?

Clear and coherent structure – four engaging and up-to-date themes, assessed through three externally examined papers.

Continuous progression – students are introduced to core business concepts and develop a broad understanding of how businesses work before they consider the decision-making tools that help business people move towards a more scientific approach to management.

Helps develop a holistic understanding of business – students investigate, analyse and evaluate business opportunities and issues. Building on this, and by using both qualitative and quantitative methods, they are encouraged to take a strategic view of their decisions and recommendations.

Reflects today's global world – in the second year of study, students develop an understanding of current global issues that impact on business, preparing them for their next steps in today's global world.

Develops transferable skills for progression to higher education – students will develop a multitude of skills, including numeracy, communication and an understanding of research methodology in order to make a smooth transition to the next level of study.

Possible career options?



The subject provides you with such a wide range of transferable skills. This will enable you to enter a variety of different careers, with the above being just a few. Famous individuals who have studied the subject include John Grisham, P.Diddy, Clint Eastwood, Kevin Costner, Ivanka Trump and Eddie Izzard.



Our department expectations

Expectations

The Business Studies and Economics department has high expectations of both students and teachers. Your teachers work incredibly hard to deliver a full, relevant and meaningful curriculum and we expect you to be willing to learn for yourself, be respectful to others in your classes and make your very best efforts in all lessons.

We pride ourselves on delivering several of the most popular courses in the sixth form due to our passion for the subjects that we teach, and we would ask that you try to share our enthusiasm in everything that you do in relation to your studies.

Lesson Preparation and Organisation

- Pre-reading (from textbook / revision guide) when requested.
- Organisation: textbook, folders, data sheet, PLCs for each topic.
- Regularly check your email and SMHW
- Equipment: all students are expected to have all the necessary equipment for school including a scientific calculator

Independent Study

- Catch up on missed work due to absences
- Use non-contact study periods (timetabled) for pre-reading, structured reviewing of learned material and practise questions on topics
- Revision for tests and exams
- Use study skills and revision skills that have been taught to you
- If below target grade, must attend study sessions for support with teacher, complete practise questions on topics taught (to check understanding)



Review/revise

The Importance of Profit

1. How is it calculated?
2. Why is it a key objective to so many businesses?
3. Should it be the only priority for a business?

Dynamic Markets

1. Why would a consumer's purchasing habits change over time?
2. Why is it particularly hard for businesses to compete in the fashion industry?

Technology in Business

3. How has technology altered the way that many businesses operate?
4. Should the use of capital intensive production always be more favourable than labour intensive production?

Globalisation

1. Why do we buy products that are made in places other than the U.K?

Please use the following link to help inspire creativity into your revision techniques:

<https://hayestl.com/students/>



Watch



Inside ALDI at Christmas

<https://www.my5.tv/inside-aldi-at-christmas/season-1/inside-aldi-at-christmas>

Key Thinking Question: Is it ethical for businesses such as ALDI to replicate the products from well-known brands?



TED TALK: How I turned a deadly plant into a thriving business.

<https://www.youtube.com/watch?v=iqEHuB-T2qQ>

Key Thinking Question: Should business aim to help the community in which it operates?

Achenyo Idachaba



TED TALK: How does the stock market work?

https://www.youtube.com/watch?v=p7HKvqRI_Bo

Key Thinking Question: Which PLC would you buy shares in and why?

Oliver Elfenbaum

For Netflix users:



American Factory

Search through your Netflix account

Key Thinking Question: For big US businesses who move their production to China is 'cheaper costs' a valid enough reason?



Listen to

Bloomberg Business Podcast - Spotify

50 Things That Made the Modern Economy - Tim Harford - Spotify and BBC Sounds.

Freakonomics Radio – Spotify

The Bottom-Line Podcast - Evan Davis – Spotify

Today in Focus - The Guardian – Spotify

Rabbit Hole - The New York Times – Spotify

The Diary of a CEO - Steven Bartlett

Listen to this radio programme about how the marketing industry uses our sense of guilt to influence what we buy: [Marketing: The Power of Shame](#) - BBC Sounds



Read

Rebel Ideas: The Power of Diverse Thinking - Matthew Syed

https://www.amazon.co.uk/Rebel-Ideas-Power-Diverse-Thinking/dp/1473613949/ref=tmm_pap_swatch_0?encoding=UTF8&qid=1587737636&sr=8-1

The Art of War - Sun Tzu

https://www.amazon.co.uk/Art-War-Sun-Tzu/dp/1789430062/ref=pd_sbs_14_3/260-9489557-4033354?encoding=UTF8&pd_rd_i=1789430062&pd_rd_r=0d0a3f29-7080-4745-a32f-4fd57160a272&pd_rd_w=YrUU6&pd_rd_wg=U2IIL&pf_rd_p=2773aa8e-42c5-4dbe-bda8-5cdf226aa078&pf_rd_r=H6PE4V90WAQHGYRZ9H46&pvc=1&refRID=H6PE4V90WAQHGYRZ9H46

The Lean Start-up - Eric Ries

https://www.amazon.co.uk/Lean-Startup-Entrepreneurs-Continuous-Innovation/dp/B005MR4NCC/ref=sr_1_5?dchild=1&keywords=business+books&qid=1587737852&sr=8-5

The Culture Code - Daniel Coyle

https://www.amazon.co.uk/Culture-Code-Secrets-Highly-Successful/dp/1847941273/ref=pd_sim_14_2/261-5543609-5601853?encoding=UTF8&pd_rd_i=1847941273&pd_rd_r=af2a9a41-66c8-4ade-bc06-0574b74ed2a9&pd_rd_w=kxzcC&pd_rd_wg=0yBRh&pf_rd_p=7df4b67e-ebf6-4e8b-b5dd-7a46501724e8&pf_rd_r=0TT1STVJF34V4DW5KK89&pvc=1&refRID=0TT1STVJF34V4DW5KK89

The Economist Magazine

<https://www.economist.com/>

The Financial Times

<https://www.ft.com/>

Read this article about leadership skills and styles, plus advice on how to improve your own leadership.

[Become a Leader](#) Future Learn



Research



Key Research Question

“Traditional Business Studies theory suggests that marketing is based on the 4 Ps (Product, Price, Place and Promotion). Which of these will be the most important for businesses in the post lockdown world, and in what ways will the whole business landscape change after Coronavirus is beaten?”

Research Guidance

There is so much research that you can find online. The important thing is to research carefully, specifying exactly what it is you want. Copying and pasting from Wikipedia will not be acceptable in an A Level Business Studies essay answer. Links to several of the most used on-line resources can be found on the Appendices/Resources page.

Beyond the internet there are still a substantial number of resources that you can access. The Financial or Business pages of any quality newspaper (particularly the Sunday papers) are a rich resource and will enable students to be able to reference current business examples in their written work.

The school library should stock current and past copies of magazines and periodicals like “The Economist” and “Business Review”, the latter of which is written specifically for A Level students.



Complete – Compulsory Task

Netflix is a game changer within the market it operates. For your Bridging Task, please log into Ed Puzzle using the following link : <https://edpuzzle.com/join/ivbuwto>

Once you have logged in, please watch and answer the online questions attached to the Netflix interview entitled: '**Netflix and the Management Style Behind Their Success**'

Please note, if you do not have an EdPuzzle account, you can register for one for free by following this link <https://edpuzzle.com> and under student log in entering the class code **ivbuwto**.



Appendices / resources

Additional resources and websites:

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.resources.html?filterQuery=category:Pearson-UK:Publisher%2FPearson>

<https://www.tutor2u.net/business/store/selections/edexcel-a-level-business-essential-teaching-resources-for-2018>

<https://www.tutor2u.net/business/collections/edexcel-a-level-business-study-resources-for-theme-1-marketing>

<https://www.tutor2u.net/business/blog/edexcel-a-level-business-year-1-as-key-calculations-formulas>

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

<https://www.bbc.co.uk/iplayer/episode/m0006nzb/panorama-nodeal-brexite-are-we-ready>

<https://www.bbc.co.uk/iplayer/episode/m000fjdz/panorama-amazon-what-they-know-about-us>

https://www.youtube.com/results?search_query=a+level+business+studies+edexcel

