

Year 11-12 Transition Pack

SUBJECT

A Level Business

**Introduction**

Business Studies is a dynamic and engaging subject and by taking a holistic approach, you study the interrelated nature of business using business models, theories and techniques. You will analyse contemporary business issues and situations. The content is designed to engage you through topics and issues that are relevant in today’s society –such as digital technology, business ethics and globalisation.

**Course Overview**

There are many topic included across the course. Below is a list of all the topics to give you an insight into what you will be learning about.

* 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
* 8 Choosing strategic direction
* 9 Strategic methods: how to pursue strategies
* 10 Managing strategic change

The course includes a mix of essay assignments, group work, presentations, and a lot of exams style questions to prepare you for the final exams. Throughout the course you will be investigating real businesses and applying your knowledge to real business scenarios. You will have the opportunity to visit real businesses and also learn from business people within the local area.

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**Wider reading**

Under taking independent study is essential as it will develop your knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment. Also you will:

* develop a critical understanding of organisations, the markets they serve and the process of adding value
* be aware that business behaviour can be studied from the perspectives of a range of stakeholders
* acquire a range of skills including decision-making and problem-solving
* be aware of the current structure of business and business practice.

A wider understanding of business is fundamental. Therefore it is important to regularly read about what is happening in the UK and across the world in business and the economy. The business world is always changing therefore websites are a great way of finding out up to date information and current issues.

Take time to visit these websites to develop your wider understanding.

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

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

<http://uk.businessinsider.com/>

<http://businessbirmingham.com/>

<http://realbusiness.co.uk/>

<http://www.tutor2u.net/> - click on Business

**Newspapers and magazines** are also a great source of information and you should buy and read these as often as you can. Developing reading skills and developing your knowledge and understanding through reading material is an important life skill.

* The Economist
* Elite Business magazine

It is great to hear about how real people have developed their business skills and made it in the business world. A good way to do this is by reading **autobiographies**. These are few suggestions but read about someone who may interest you.

What You See Is What You Get: My Autobiography by Lord Alan Sugar

Anyone Can Do It: My Story by Duncan Bannatyne

How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions: 40 Successful Entrepreneurs Reveal All by Rachel Bridge

You can also develop your knowledge and understanding of the business world by watching **TV programs** such as:

* The Apprentice
* Dragons Den
* <https://www.theguardian.com/tv-and-radio/business-tv>
* Mary Queen of the high street - http://www.channel4.com/programmes/mary-queen-of-the-high-street/episode-guide

**Make notes of what you read about and what you learn, so you share this during class discussions in September.**

**Summer Activities**

**Task 1:** Create a mind map of all the reasons you can think of why businesses exist.

**Task 2:** Using the company of your choice, you are required to create an A4 information fact file sheet/document that outlines who the company is, what they do, and answers the questions below in depth! Be creative, use pictures and add include a keyword section.

* What is the business’s mission statement, vision and values?
* What are the business’s aim and objectives?
* Why are these important to the business in your opinion?
* How do these aims, objectives, targets or missions contribute to the business’s success?

Choose a real business which has a focus on any or all of the following:

* Profit
* Growth
* Survival
* Cash flow
* Social issues
* Ethics
* What is the business mission statement/vision/values?
* What are the business Aim and Objectives?
* Why are these important in **your opinion**?
* How do these aims, objectives, targets or missions contribute to the business’s success?

**Task 3:** You are required to conduct research into four different types of businesses to produce a PowerPoint presentation. These must be businesses that cover the following:

* Sole traders (most likely to be a local business)
* Partnerships (could be an accountant or solicitor’s firm)
* Private limited companies (usually a family based business, but could be larger)
* Public limited companies (lots to choose from the wide global business environment)

For each of the above, your research must answer the following questions in your report:

* An introduction to the business – history, location, what the business does on a daily basis
* What are the main aims and objectives and why you think the company has chosen these as aims and objectives
* Who the businesses stakeholders are and why – why may they have an interest in the business? How could these stakeholders impact or influence the business?
* What is the business’s ownership type? Explain why and what features make them this type of ownership?

**Where can I get help with this?**

Most GCSE and A Level text books will cover much of this content. You can also use the websites to gather some information:

* **Tutor2u for Business –** go to reference library – lots of videos and notes available
* <http://www.bbc.co.uk/education/guides/z4br87h/revision>
* <http://www.businessstudiesonline.co.uk/GcseBusiness/TheoryNotes/notesmenu.htm>
* <http://www.bbc.co.uk/schools/gcsebitesize/business/finance/sourcesoffinancerev2.shtml>
* <http://www.tutor2u.net/business/reference/sources-of-finance-for-a-startup-or-small-business>
* <http://www.bbc.co.uk/schools/gcsebitesize/business/people/motivationrev2.shtml>