

A Level Business Handbook



Year 12

Course Content (Edexcel)

Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).

Assessment

Paper 1	Paper 2
Theme 1 and 4	Theme 2 and 3
Paper 3 – Synoptic paper	
Investigating business in a competitive environment	

Paper 1 100 marks 35% 2hrs	Two data response questions broken down into a number of parts, each including one extended and open response question.
Paper 2 100 marks 35% 2hrs	Two data response questions broken down into a number of parts, each including one extended and open response question.
Paper 3 100 marks 30% 2hrs	Context pre-released in November of the previous year. Section A: focus on the broad context Section B: focus on a strand within the context In each section, one data response question broken down into a number of parts, each including one extended and open response question

Assessment Objectives

AO1 – Knowledge: This means you must show that you:

- Recognise and understand business terms and concepts plus theories
- Understand how individuals and organisations are affected by responses to business issues

AO2 – Application: This means that you must apply knowledge and understanding to various contexts to show how individuals and organisations are affected by responses to issues. This might involve:

- Using a business formula in appropriate circumstances. For example, calculating the price elasticity of demand for a product
- Using a theory to show why a business has chosen a particular course of action
- Using the source material and your own knowledge of a particular business / industry in order to apply your answer to the business in the case study

AO3 - Analysis: This means you must show that you can break down information and understand the implications of the information presented in the question. You will need to show an understanding of the impact on individuals and organisations of external and internal influences. This might involve:

- Explaining causes and effects and interrelationships, for example, by recognising from a graph that sales are falling and could be the result of new competition in the market
- Breaking down information to identify specific causes or problems, for example, by realising that a business is suffering from inefficiency because staff motivation has fallen as a result of a pay cut
- Using appropriate techniques to analyse data, for example, using the net profit ratio to assess the performance of a business

You will often be required to construct an argument. For example, by explaining the possible reasons for events, or discussing the advantages/disadvantages of a particular course of action.

AO4 – Evaluation: Evaluation involves making a judgement.

You will need to evaluate both qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues. This might involve:

- Showing judgement when weighing up the relative importance of different points on sides of an argument to reach a conclusion
- Drawing conclusion from the evidence that you present
- Assessing the relative importance of particular issues to businesses
- Suggesting a course of action for a business, supported by plausible motives or evidence

When evaluating, it is often possible to draw several different conclusions. Very often in business studies there is no “right” answer, so examiners are likely to be more interested in whether your judgement in support of that judgement is sound and just.

Independent work – A minimum of 5 hours per week

- **Independent notes** – these will be completed for each topic in order to give you a detailed understanding of the business concepts being taught. Your textbook and on-line resources can be used.
- **Exam questions** – these will be completed on A4 paper and handed in for marking. You will receive feedback on each of your essays. These should be kept in your folder for revision purposes.
- **Research** – each week you will be required to research relevant news articles which link to the business concepts being taught. You should also regularly read business news articles to keep up to date with different markets, companies and the economy.

All homework should be completed in full and submitted on time. The feedback that is provided on your homework is an essential part of the learning process at this level.

Tips for Success

- Attend all lessons. If you miss a lesson, it is your responsibility to catch up on the work and to check Google classrooms for lesson slides and homework.
- Whilst your notes are important, at A level, you need more! You need to **listen** in class, **participate** in tasks and **discuss** topics in small groups, complete your **homework** and **read about / research** the topics by yourself to complement your learning and understanding
- You also need to be aware of what is going on in the business and financial world so... read relevant online magazines and watch business television programmes!
- Before a lesson, refresh your knowledge about what you did in the previous lesson.

Resources - you will need an A4 folder / lined paper / dividers / red pen and a calculator

Your folder should be organised with **ALL** work for each topic together. Each piece of work should have the following:

- Date
- Title which must be underlined
- C/W (classwork), H/W (Homework), I/N (independent notes)

Your folder will be checked on a regular basis, so it is important you ensure it is sufficiently organised from day one!

All student resources (revision guides, past papers, PowerPoint slides, Edexcel specification and topic trackers) will be uploaded on to Google classrooms.

Class Textbook – you will need to purchase your own copy and must bring this with you to class

- Edexcel AS/A level Business – 2015 by D Hall. Pearson, 5th edition. (You can pick up a cheap 2nd hand one on Ebay)

Websites – you will be required to read these regularly as part of your course

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

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

Independent work during the summer break:

1. Research task

All businesses operate in a market. Coca Cola sells its products in the soft drinks market; Nike operates in the sportswear market and Ford sell in the market for cars. Often these markets are referred to as industries, for example, Tesco operate in the Supermarket industry.

Your task is to choose and research a market of your choice and the businesses which operate within in. Your research should include:

- The type of market chosen, the value of the market (£) and % growth of the market
- Market share data
- Well-known brands within the market and how these brands have been able to build brand awareness
- How the market has changed – this may be based both on size of the market and the products available in the market. How has innovation and technology impacted the market? To what extent have changes in society and/or legislation impacted the market?
- A summary of a recent news article which relates to the market you have chosen

Please bring your research with you to your first Business lesson in September. You will use this research in class as part of a lesson activity linking to the first unit of the Edexcel specification - 1.1.1 The Market. Your research can be in any format that you choose i.e. handwritten, Word, PowerPoint.

2. Introduction to Edexcel A Level Business course

<https://ondemand.tutor2u.net/students/introduction-to-edexcel-a-level-business-getting-started>

Please register for this free short course (30 minutes learning time) on Edexcel A Level Business. It will provide you with a useful introduction to the structure of the course, assessment skills and how you are assessed. Please take brief notes on each of the 4 sections.

Please contact Miss Parfitt at: h.parfitt@srms.kent.sch.uk or Mrs Niblett at: j.niblett@srms.kent.sch.uk if you have any questions on the summer work or any of the information in the handbook.