

1. Introduction to A-level Business

A Level Business is a 2 year in depth course, that introduces learners to the dynamic business environment and the importance of entrepreneurial activity in creating business opportunities and sustaining business growth.

Learners will have the opportunity to develop a wide range of essential skills required for higher education and employment. The focus of the course is to nurture an enthusiasm for studying business using contemporary contexts, allowing learners to develop an appreciation of the strategic, complex and inter-related nature of business issues from a local to global perspective.

Learners will be expected to be familiar with current issues in business and be able to investigate, analyse and evaluate contemporary business opportunities and problems in a wide range of contexts, whilst recognising how businesses adapt to operate in a dynamic business environment. Learners will gain an understanding of the important role played by small businesses in the economy and the opportunities that exist for entrepreneurs, as well as the importance of established business and not-for-profit organisations in providing goods and services.

Learners will apply a number of analytical techniques, including decision-making models, investment appraisal tools and ratio analysis, to investigate business opportunities and problems to determine business strategy in a range of contexts.

At the end of the 2-year course there will be 3 exam (2hr 15 min) papers, that are each weighted at 33.33%. They are as follows:

Component 1: Business Opportunities and Functions

Component 2: Business Analysis and Strategy

Component 3: Business in a Changing World

The full course specification is available below:

<https://www.eduqas.co.uk/media/h4mljngz/eduqas-a-business-spec-from-2015.pdf>

2. Preparing for A – level Business

In Y12 you will learn the content for **Component 1: Business Opportunities and Functions.**

Business Opportunities focuses on new business start-ups and small and medium sized enterprises (SMEs). The content in this section is based around the concept of starting a new business and the issues that surround the process of planning a new business. In addition to covering the main concepts of setting up a new business, learners should be aware of other types of business organisations, the markets in which they operate and their various stakeholders.

Business Functions broadens the context for learners and includes all types of business organisation, ranging from recently formed small businesses to well established multinational companies. Learners need to understand that, in order to succeed in a competitive market, all businesses have to consider the core functions of business.

Collectively, the two areas covered in this component will give learners an understanding of the important role played by small businesses in the economy and the opportunities that exist for entrepreneurs, as well as the importance of established businesses and not-for-profit organisations in providing goods and services.

Learners will need to study the content areas below:

- Enterprise • Business plans • Markets • Market research • Business structure • Business location • Business finance • Business revenue and costs • Marketing • Finance • People in organisations (human resources) • Operations management

In Y13 you will learn content for both **Component 2: Business Analysis and Strategy** and **Component 3: Business in a Changing World**

3. Bridging work for A level Business

Task 1: Complete the following definitions of these key business terms:

Key term	Definition (examples)
Primary Sector	
Secondary Sector	
Tertiary Sector	
Entrepreneurial Motive	
Entrepreneur	
Business Plan	
Market Structure	
Monopoly	
Oligopoly	
Perfect Competition	
Market Segmentation	

Business to Business (B2B)	
Business to Consumer (B2C)	
Seasonal Markets	
Demand	
Supply	
Normal Good	
Inferior Good	
Luxury Good	
Public Sector	
Private Sector	
Public Goods	

Task 2: Business in the news.

Prepare a powerpoint slideshow (3 slides max) of a **recent business news story** (last 3 months) that has taken your interest over the summer. Link it in to as many different business topics as you can. Provide source of information, use an established news website. State why you found this story interesting.

4. Wider reading resources.

Books:

Your Next Five Moves: Master the Art of Business Strategy	Patrick Bet David
The Rise And Fall Of Marks & Spencer: ..and How It Rose Again	Judi Bevan
The Everything Store: Jeff Bezos and the Age of Amazon	Brad Stone
What You See Is What You Get: My Autobiography	Alan sugar

Business News Websites:

BBC Business

The Guardian Business

Financial Times (FT) – A-Level students can often get *free digital subscriptions*.

The Economist

Documentaries:

Pepsi vs Coke – **Amazon prime video**

Jobs Vs Gates: The Hippie And The Nerd – **Amazon prime video**

Starbuck unfiltered – **Amazon prime video**

Facebook – Cracking the code – **Amazon prime video**

The millennial dream – **Amazon prime video**

Films:

- The Founder **Amazon prime video or Netflix** – Franchising
- Deep Water Horizon **Amazon prime video** – Ethical issues
- Trump – What’s the deal – **Amazon prime video**
- The Internship – **Amazon Prime video**
- The Social Network – **Netflix**

Podcasts:

Market Research

<https://www.listennotes.com/podcasts/revise-gcse/market-research-8WneiMtjsc1/>

Distribution and e-commerce

<https://www.listennotes.com/podcasts/revise-gcse/building-a-business-6T2SoPVvkCw/>

Stakeholders

https://www.listennotes.com/podcasts/revise-gcse/gcse-business-business-tjNFa_Vx84M/

Aims and objectives

<https://www.listennotes.com/podcasts/revise-gcse/gcse-business-business-aims-TlVy6BIgArM/>

Branding and marketing mix

https://www.listennotes.com/podcasts/revise-gcse/making-an-effective-business-j-nEks_HlhX/

Location

<https://www.listennotes.com/podcasts/revise-gcse/gcse-business-business-UqWRM5L3Iya/>