



North Halifax Grammar School – A Level Transition Work

A level Business

Specification

Edexcel GCE Business

https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694_GCE2015_A_BUS_WEB.PDF

Course Overview

Theme One- Marketing and People	Theme Two- Managing Business Activities
<ul style="list-style-type: none">• Meeting customer needs• Market• Marketing mix and strategy• Managing people• Entrepreneurs and leaders	<ul style="list-style-type: none">• Raising finance• Financial planning• Managing finance• Resource management• External planning
Theme Three- Business Decisions and Strategy	Global Business
<ul style="list-style-type: none">• Business objectives and strategy• Business growth• Decision making techniques• Influences on business decisions• Assessing competitiveness• Managing change	<ul style="list-style-type: none">• Globalisation• Global markets and business expansion• Global marketing• Global industries and companies

Exam Arrangements

3 x 2 hour exams all taken at the end of the course. All exam questions are based on source information based on real business case studies. Question vary from short written and calculation question to long form written answers.

Assessment during the course will take the form of past paper style case study questions and calculation questions.

Recommended Reading / Revision

Read as much as you can in quality newspapers and magazines about the current state of business, both in the UK and internationally.

Students are provided with revision guides during the course but may also wish to purchase the following additional revision material;

Business

<https://www.tutor2u.net/business>

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

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

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



North Halifax Grammar School – A Level Transition Work

Transition work for Business A level students

Activity 1- Give definitions of the following terms

Assets-

Balance sheet-

Capacity utilisation-

Decision trees-

Exchange rates-

Fixed costs-

Globalisation-

Horizontal integration-

Inferior goods-

Job production-



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Kaizen-

Lean production-

Market research-

Niche markets-

Opportunity costs-

Penetration pricing-

Quality control-

Retained profit-

Stakeholders-

Tariffs-



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Activity Two- Analysing an industry

Find two articles Listen to the two two podcasts and answer the following questions.

Podcast one- <https://www.bbc.co.uk/programmes/b0bbt619>

What industry is being discussed in the podcast?

What are some of the differences between different providers in the industry?

What are the risks involved in this industry?

Write down three interesting facts from the podcast.

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Podcast two- <https://www.bbc.co.uk/programmes/m0001195>

What industry is being discussed in the podcast?

What are some of the differences between different providers in the industry?

What are the risks involved in this industry?

Write down three interesting facts from the podcast.

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Activity three- independent research

During A-level study you are expected to complete independent reading and research. <https://www.tutor2u.net/business> is an excellent source of revision information and additional reading to help you develop your understand of key concepts in business. Click on the following links and write up a summary in the spaces available of the key concepts explained in the videos.

1. Multinationals- <https://www.tutor2u.net/business/reference/multinationals>

Summary-

2. Budgets and budgeting- <https://www.tutor2u.net/business/reference/budgets-and-budgeting-introduction>

Summary-

3. Stakeholders and shareholders- <https://www.tutor2u.net/business/reference/stakeholders-and-shareholders-compared>

Summary-



North Halifax Grammar School – A Level Transition Work

4. Overtrading- <https://www.tutor2u.net/business/reference/overtrading-explained>

Summary-

5. Limited and unlimited liability- <https://www.tutor2u.net/business/reference/limited-and-unlimited-liability>

Summary-

6. Branding- <https://www.tutor2u.net/business/reference/value-of-branding>

Summary-