

# 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> <li>Meeting customer needs</li> <li>Market</li> <li>Marketing mix and strategy</li> <li>Managing people</li> <li>Entrepreneurs and leaders</li> <li>Theme Three- Business</li> </ul>	<ul> <li>Raising finance</li> <li>Financial planning</li> <li>Managing finance</li> <li>Resource management</li> <li>External planning</li> <li>Global Business</li> </ul>
Decisions and Strategy	
<ul> <li>Business objectives and strategy</li> <li>Business growth</li> <li>Decision making techniques</li> <li>Influences on business decisions</li> <li>Assessing competiveness</li> <li>Managing change</li> </ul>	<ul> <li>Globalisation</li> <li>Global markets and business expansion</li> <li>Global marketing</li> <li>Global industries and companies</li> </ul>

#### **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/



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# **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-	



Kaizen-
_ean 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.

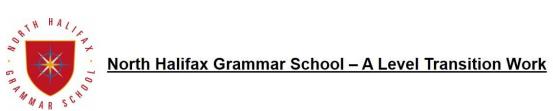
Podcast one- <u>https://www.bbc.co.uk/programmes/bubbt619</u>
What industry is being discussed in the podcast?
What are some of the differences between different providers in the industry?
What are the risks involved in this industry?
Write down three interesting facts from the podcast.  •
•
•
Podcast two- https://www.bbc.co.uk/programmes/m0001195
Podcast two- <a href="https://www.bbc.co.uk/programmes/m0001195">https://www.bbc.co.uk/programmes/m0001195</a> What industry is being discussed in the podcast?
What industry is being discussed in the podcast?
What industry is being discussed in the podcast?  What are some of the differences between different providers in the industry?
What are some of the differences between different providers in the industry?  What are the risks involved in this industry?

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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. ey

Click on the following links and write up a summary in the spaces available of the key concepts explained in the videos.		
1. Multinationals- <a href="https://www.tutor2u.net/business/reference/multinationals">https://www.tutor2u.net/business/reference/multinationals</a>		
Summary-		
2. Budgets and budgeting- <a href="https://www.tutor2u.net/business/reference/budgets-and-budgeting-introduction">https://www.tutor2u.net/business/reference/budgets-and-budgeting-introduction</a>		
Summary-		
3. Stakeholders and shareholders- https://www.tutor2u.net/business/reference/stakeholders-and-shareholders- compared		
Summary-		



MA	RS	
4.	Overtrading- explained	https://www.tutor2u.net/business/reference/overtrading-
Summ	ary-	
5.	Limited and unlimited <a href="https://www.tutor2u.n">https://www.tutor2u.n</a>	l liability- et/business/reference/limited-and-unlimited-liability
Summ	ary-	
6.	Branding- https://www	w.tutor2u.net/business/reference/value-of-branding
Summ	ary-	