

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_GC_E2015_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. Questions vary from short written and calculation questions 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

CGP A-Level Business: Complete Revision & Practice

Tutor2u A-Level Business Resources: While not a single book, their online notes, videos, and revision materials are all linked to specific exam board content.

Shoe Dog: A Memoir by the Creator of NIKE by Phil Knight

Good to Great: Why Some Companies Make the Leap... and Others Don't by Jim Collins

Business Stripped Bare: Adventures of a Global Entrepreneur by Sir Richard Branson

The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell

Quiet Leadership by Carlo Ancelotti

Financial Times: Essential for in-depth business news, market analysis, and global economic trends.

Podcasts:

The Diary of a CEO with Steven Bartlett

How I Built This with Guy Raz

TED Talks Business: Short, insightful talks from leading figures in business and innovation.

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Welcome to the exciting world of Business Studies! These tasks are designed to get you thinking about business in the real world and prepare you for the A-Level course. Complete them before you start with us at NHGS, so you can bring them to your first lesson!

Task 1: The Entrepreneurial Spark – "My Business Idea"

Objective: To encourage creative thinking about business opportunities and introduce basic business planning.

Brainstorm: Think about a problem you've noticed in your daily life, your community, or something that frustrates you. Or, consider a product or service you wish existed.

Develop an Idea: Come up with a simple business idea that could solve this problem or fulfil this need. It doesn't need to be groundbreaking, just something you genuinely think could work.

Mini Business Plan (1 A4 page maximum): For your idea, answer the following questions:

- What is your business idea? (Clearly describe the product or service).
- Who are your potential customers? (Who would buy this, and why?)
- What problem does your business solve, or what need does it fulfil?
- How would you promote your business to attract customers? (Think about where your target customers might see your message).
- What do you think would be the biggest challenge in starting this business?

Submission: Bring your "My Business Idea" mini-plan to your first Business Studies lesson. Be prepared to share your idea.

Task 2: Business in the News – "Current Affairs Analysis"

Objective: To encourage students to engage with current business news and develop analytical skills.

Choose a Business News Story: Over the summer, identify *one* recent news article (published in the last 3 months) that discusses a specific business, industry, or an economic event affecting businesses (e.g., a company launching a new product, a merger, a rise in interest rates impacting firms, a new government policy affecting businesses).

Source: You can use reputable news sources like BBC News Business, The Guardian Business, The Times Business, or the Financial Times (if you have access).

Summarise and Analyse (approx. 250-300 words):

- **Summary:** Briefly explain what the article is about (who, what, where, when).
- **Impact:** Explain what impact this event or decision is likely to have on the business(es) involved. Consider positive and negative impacts.
- **Stakeholders:** Identify at least two different stakeholder groups (e.g., customers, employees, shareholders, local community) who might be affected by this news, and briefly explain *how* they might be affected.

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Submission: Print or save a copy of the article and your written analysis. Bring both to your first Business Studies lesson.

Task 3: Understanding Business Language – "Key Terminology Hunt"

Objective: To familiarise students with fundamental business vocabulary they will encounter in the course.

Research: Using online resources (like Tutor2u Business, Economics Online, BBC Bitesize Business, or even a basic business dictionary), find clear and concise definitions for the following 10 key business terms:

- Sole Trader
- Partnership
- Private Limited Company (Ltd)
- Market Share
- Revenue
- Profit
- Marketing Mix (4 P's)
- Stakeholder
- Customer Service
- Entrepreneur

Apply: For *each* term, provide a very brief real-world example of how it might apply to a business you know (e.g., a local shop, a large chain, an online business).

Submission: Create a document (handwritten or typed) listing each term, its definition, and your real-world example.

Task 4: The Business Behind Your Favourite Brand – "Company Deep Dive"

Objective: To encourage students to look beyond the product and understand the strategic elements of a well-known business.

Choose a Brand: Select a business or brand that you use regularly, admire, or find interesting (e.g., Nike, Spotify, Greggs, Tesco, Netflix, Apple, a local independent coffee shop).

Research & Present (short paragraph/bullet points for each point): Conduct some basic online research (company website, news articles, Wikipedia, etc.) and answer the following questions about your chosen business:

- What is their core product or service?
- What is their mission or vision statement (if they have one)?
- Who do you think are their main competitors?
- How do they typically market or promote their products/services? (E.g., social media, TV ads, celebrity endorsements, in-store promotions).
- What do you think makes this business successful? (Think about their unique selling points, customer appeal, or operational efficiency).

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- Can you identify one potential challenge or threat this business might face in the future? (E.g., new competitors, changing consumer trends, economic downturns, ethical concerns).

Submission: Prepare a short report (1-2 A4 pages maximum) on your chosen company. This will be a starting point for discussions in your first few lessons.