

# BUSINESS STUDIES

## **Why study Business at A-Level?**

If you have a passion for Business and you are interested in the stock exchange or new business ventures this is the course for you. You will gain the skills to analyse real life case studies for companies such as Amazon, Apple, BMW, Tesco's etc. Business studies will also equip you with the skills to analyse key financial data to help business decision making. Overall you will develop essential skills required to run a business such as in Business Management, Accounting and Finance, Marketing and Human Resource Management.

## **What is Business Studies at A-Level?**

A Level Business Studies considers strategies for larger businesses and how managers might measure the performance of a business. It starts with a comparison of the objectives of the company as a whole and distinguishes them from the objectives of each department. The A-Level syllabus also equips you with skills to analyse financial information and external influences on a business.

### Main Topics Covered

- Human Resource Management
- Marketing
- Operations
- Financial Ratios & Government Policy
- Impacts of External Factors on Businesses
- Growth
- Strategic change

The Business Studies course helps you to develop a number of skills:

- How to assemble data and assess it
- How to analyse companies' strategies and tactics
- Problem solving skills in relation to companies performance and strategy
- Knowledge of business models and the business environment

What are the challenging aspects of the course?

- To be familiar with financial ratios and interpret and read income statements and balance sheet
- Understanding of the differences between functional and departmental objectives.

## Assessments

Paper 1: Business 1	+	Paper 2: Business 2	+	Paper 3: Business 3
<b>What's assessed</b> All content above		<b>What's assessed</b> All content above		<b>What's assessed</b> All content above
<b>Assessed</b> <ul style="list-style-type: none"><li>written exam: 2 hours</li><li>100 marks in total</li><li>33.3% of A-level</li></ul>		<b>Assessed</b> <ul style="list-style-type: none"><li>written exam: 2 hours</li><li>100 marks in total</li><li>33.3% of A-level</li></ul>		<b>Assessed</b> <ul style="list-style-type: none"><li>written exam: 2 hours</li><li>100 marks in total</li><li>33.3% of A-level</li></ul>
<b>Questions</b> Three compulsory sections: <ul style="list-style-type: none"><li>Section A has 15 multiple choice questions (MCQs) worth 15 marks.</li><li>Section B has short answer questions worth 35 marks.</li><li>Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.</li></ul>		<b>Questions</b> Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		<b>Questions</b> One compulsory case study followed by approximately six questions.

Before the qualification can be awarded, students must undertake **all** the assessments.

### Further Reading

AQA A-level Business Year 2 Third Edition (Wolinski & Coates) ISBN-13: 978-1-4718-3611-4

Michael E Porter, "Competitive Strategy: Techniques for Analyzing Industries and Competitors" ISBN:978-0684841489

Ian Marcouse, "Business Studies for A-Level", 4th Edition, ISBN:9781444122756

<https://www.economist.com/> Topical current business and economic affairs magazine and website.

<http://www.bbc.co.uk/news/business> Keep up to date with current business news and economic trends

<https://www.tutor2u.net/business> A great range of resources and notes to further enhance your understanding of relevant topics

### **Why not complete an online course?**

<https://www.futurelearn.com/courses/digital-skills-retail>

## Tasks:

1. You need to complete a S.W.O.T. analysis of a multinational business of your choice.

Identify the key strengths of the business, its weaknesses, opportunities for improvement (both internal and external) and potential threats from outside influences on the business.

To complete this task you should you should read and analyse the business's annual report, which can usually be found on their group website. Here is the link to Caterpillars annual report as an example: <http://www.caterpillar.com/en/investors/annual-report.html>

You should complete this in PowerPoint format and be ready to present it on the first week back.

2. In preparation for September, it is important that you understand basic numerical techniques. You will need to add, subtract, multiply, divide and work with percentages. Here are a few activities to remind you of these techniques.

### Expressing one quantity as a percentage of another

- 1 In 2007 the UK Confectionery market was worth £2 928 million. The sales of Cadbury's Dairy Milk were £370 million. Calculate the market share of Cadbury's Dairy Milk in 2007.

### Finding a percentage of a quantity

- 2 In 2007 Walkers Crisps had a market share of 21.9% of the UK savoury snacks market which was worth £1 900 million. Calculate the market size for Walkers Crisps.

### Percentage increase and decrease

- 3 A particular market has sales of 650 000 units. It is expected to grow by 4% next year. Calculate what its market size (by volume) will be.
- 4 Jet's Skis has sales of £2 500 in September. They are forecasting a 7.5% fall in demand in October. Calculate the forecast sales for October.

### Calculating a percentage change

- 5 a) The sales of motor vehicles in the UK decreased from 2.45 million in 2005 to 2.35 million in 2006. Calculate the percentage decrease in sales.  
b) The sales of motor vehicles in the UK returned to 2.45 million in 2007. Calculate the percentage increase from 2006 to 2007.

## NOTES

What work I plan to do this summer for Business Studies?

The staff who can support me next year are...

Where can I hear or see the latest Business news?

My main motivation for choosing this course....

My main concern about this course is....

How do you learn new things? By repeating, writing, listening, seeing, doing?