

Course
Transition

Bridging the Gap

from School to College













Warlingham
Sixth Form College

Year 11 > Year 12 Transition
Summer Term 2022
A Level Business



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COURSE OVERVIEW

Title of Course:

**Edexcel Level 3 Advanced GCE in Business (9BS0)
A Level Business**

Why should I study A Level Business?

Business is front-page news. The way companies operate is under greater scrutiny than ever before, while TV programmes like The Apprentice and Dragons' Den have raised the profile of business in the media. The course focuses on a problem solving approach to business designed to help students understand the nature and working of organisations. Much of the learning is based around real life case studies. Students will be expected to immerse themselves in a business-like mindset and pay attention to the world around them.

A Level Business is a modern subject that enables students to engage with, explore and understand business behaviour and develop a critical understanding of what business is and does. In this A Level there is a greater focus on digital technology and e-commerce, international business, globalisation and business ethics than previously.

Course Overview

A Level Business is based around decision-making and encourages you to:

- Show an understanding of how individuals and organisations are affected by and respond to business issues.
- Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues.
- Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences.
- Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.

The course includes the following themes:

- Theme 1: Marketing and People
- Theme 2: Managing Business Activities
- Theme 3: Business Decisions and Strategy
- Theme 4: Global Business

Paper 3: 2 hr written paper based on all four themes. There is a pre-release context document provided prior to the exam and will focus the questions on a particular industry or market that businesses operate. 100 marks available and worth 30% of overall grade.

This course also assesses quantitative skills.. The skills tested include ratios, averages, fractions, percentages and calculation of profit and loss. Students taking A Level Business therefore require a good level of mathematical ability.



COURSE OVERVIEW

Course Entry Requirements

Grade 6 or above in GCSE English and grade 6 or above in GCSE Mathematics. Previous study of business is not a requirement; however, it is essential that you have a genuine interest in business and the world around you.

Assessment Format:

Paper 1: 2 hour written paper consisting of data response questions and one extended open-response questions. Content based on Themes 1 and 4. 100 marks available and worth 35% of overall qualification.

Paper 2: 2 hour written paper consisting of data response questions and one extended open-response questions. Content based on Themes 2 and 3. 100 marks available and worth 35% of overall qualification.

Paper 3: 2 hr written paper based on all four themes. There is a pre-release context document provided prior to the exam and will focus the questions on a particular industry or market that businesses operate. 100 marks available and worth 30% of overall qualification.

What can I do afterwards?

A Level Business can lead you to degrees in many subjects including Economics, Business Studies, Social Sciences and Engineering. Those leaving university with a degree in business enter careers in accountancy, banking, human resources, marketing and insurance.



OUR EXPECTATIONS

College Expectations for Academic Success

The College will work closely with all students and parents to create a purposeful, creative and stimulating environment in which students are encouraged to fully develop - both academically and personally.

We will expect you to take responsibility for your own behaviour and learning. The current College Committee along with the student body have discussed and agreed that students should commit to:

- Ensuring academic success through regular attendance and punctuality at all required registrations, lessons, supervised study lessons and Inspire Periods. Attendance which drops below 95% reduces Key Stage 5 performance by at least one grade, so it is taken very seriously.
- Completing all set tasks on time to the best of your ability, making full use of study periods and homework to enable you to meet all deadlines.
- Using study time effectively by bringing all required equipment and resources with you and making full and regular use of the College study rooms and LRC, respecting the need for silent studying conditions.
- Working closely with all your teachers to develop an effective working relationship based on mutual respect and discussing your work with them on a regular basis and meeting targets set.
- Developing your skills as an independent, self-evaluative learner and work closely with your tutor in monitoring and discussing your academic progress. As an independent learner, if you miss a lesson, it is your own responsibility to find the teacher and catch up with the work missed.
- Organising your work efficiently and effectively into folders for each subject, making full use of individual subject expectations and using Cornell Notes daily to ensure work in your folders is relevant and meaningful.
- Keeping mobile phones out-of-sight in all classrooms and during assemblies so that lessons are not disturbed and/or important information is missed.
- Attending all parents' evenings and arrange appointments with your teachers to discuss your progress and work.

Course-specific Expectations for Academic Success

- Attend all lessons – if unable to attend, it is your responsibility to catch up on missed work.
- Always bring class notes and equipment to every lesson so that you are prepared (this includes: note pad, pen, pencil, ruler, highlighters and scientific calculator).
- Know your target grade and aim to produce work which exceeds this grade.



OUR EXPECTATIONS

Homework Expectations for Academic Success

- Always complete the work on the night set, as next lesson you may need to use the homework for your classwork.
- However, most will be given a deadline – ensure this is met as you will specifically need it for that lesson.

Independent Learning Expectations for Academic Success

- Always read the news and keep up to date with current Business affairs (All news outlets have a free app).
- Always be prepared for lessons - complete the set homework, readings, etc.
- Always amend work, using feedback received, in order to progress.
- Complete relevant pages in your 'Knowledge Book' after each lesson/topic covered (this will act as your own revision guide for your exams).
- Complete the relevant pages in your 'Calculation Book' after the relevant topic/lesson has been covered.
- Sign up to and complete online revision using Seneca Learning, you will be given a class code during your first lesson. Ensure this is completed regularly.
- Watch YouTube clips of topics that you have recently covered in order to deepen understanding.
- Be creating revision materials as you complete each topic and use them constantly, ensuring knowledge is moved to your long term memory.



USING CORNELL NOTES

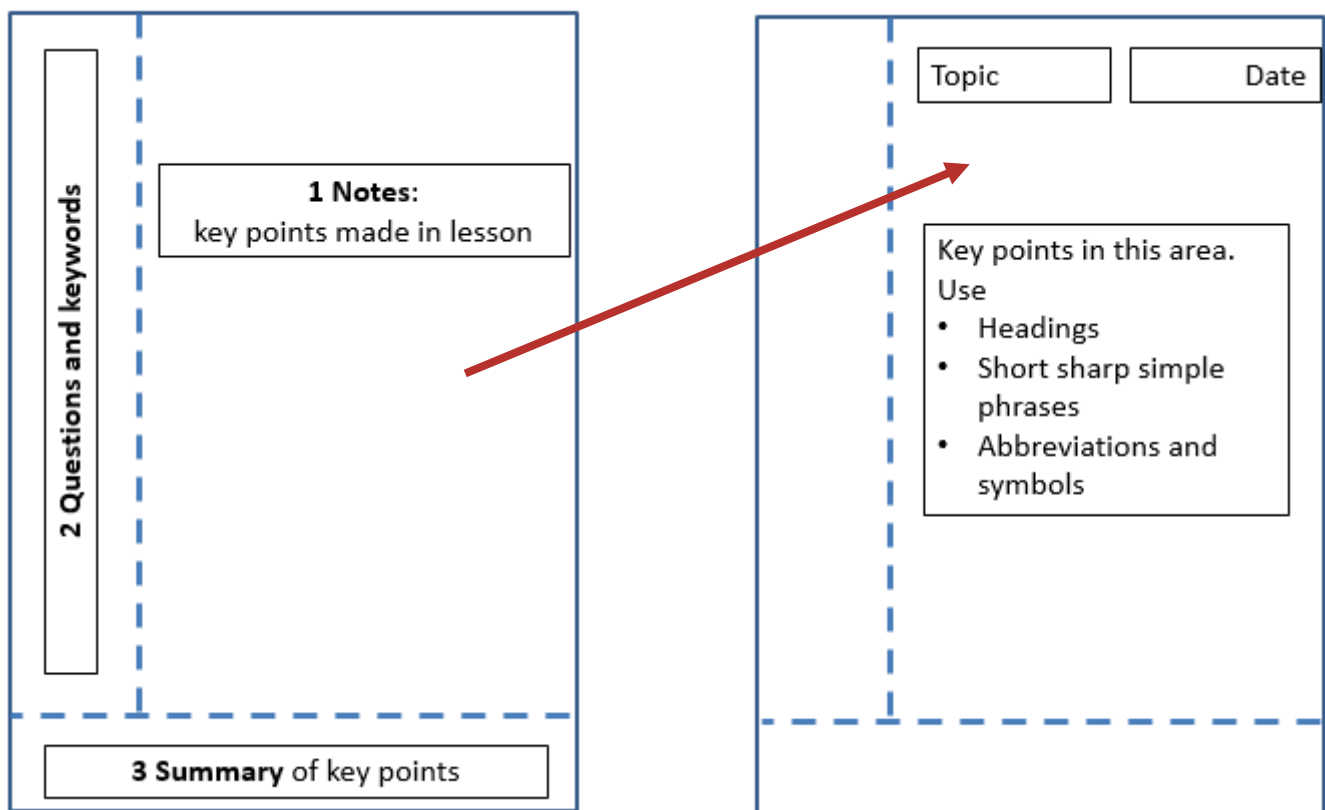
The Cornell Notes system is a note-taking system devised by Walter Pauk, an education professor at Cornell University. It is a proven method that establishes a more effective learning process.

It is designed to help the user think and reflect upon the notes they have made as well as making them more useful for revision purposes.

Please [click here](#) to watch a video that explains how to take Cornell Notes properly.

See below for an adapted note-taking template that is favoured in Business Studies. Try to employ this structure for any notes that you make.

Divide the page into three areas



Experiment with colour and underlining

- Use **red** for a **disadvantage** or **weakness**
- Use **green** for an **advantage** or **strength**
- Underlining adds emphasis e.g strengths



REVIEW / REVISE

Below are a few topics for you to recap and refresh your memory on, from GCSE, which will be covered in the first term in Business.

Theme 1 Topics:

- Meeting customer needs
- The Market
- The Marketing Mix

<https://www.bbc.co.uk/bitesize/topics/z46j8xs>

Theme 2 Topics:

- Internal Finance
- External Finance

<https://www.bbc.co.uk/bitesize/topics/zdnmqp3>

Quantitative Skills:

During your first week of A Level Business lessons, you will complete an initial numeracy assessment. This will assess your ability with basic quantitative skills that you will need to know as the foundations of the course. Please ensure that you know, understand and can perform the following quantitative skills. You can use the BBC bitesize website to help revise/practice the below topics:

- Percentages (increases, decreases and reverse)
- Fractions
- Ratios
- Probability
- Interpreting graphs and charts

<https://www.bbc.co.uk/bitesize/examspecs/z9p3mnb>



WATCH

Below are a series of videos for you to watch and complete the tasks associated with each resource.

Watch the Ted Talks below and answer the following questions:

Ted Task 1—Are you a giver or a taker?

https://www.ted.com/talks/adam_grant_are_you_a_giver_or_a_taker?language=en&fbclid=IwAR3ILX-fLcWDGvzbwW_5X30ofejVwPq711Jm-6hZQDE9VLJr-FQB-erxDV4

Questions:

Who are the worst performing people in their jobs? Why is this?

What is the benefit of being a “giver” to organisations?

Who are the best performing people in their jobs? Why is this?

What is the best format for success?

Can you relate this to recruitment and selection and say what it is important for companies to be aware of this?

Ted Talks 2—Two Reasons Companies Fail— And How To Avoid Them

https://www.ted.com/talks/knut_haanaes_two_reasons_companies_fail_and_how_to_avoid_them/transcript?referrer=playlist-what_makes_businesses_work

Questions:

What are the two main reasons why companies fail?

What is meant by the term “exploration”?

What is meant by the term “exploitation”?

What are the four lessons that companies should undertake?

The most successful companies should do what?

YouTube

There are lots of Business YouTube channels that I would recommend that you subscribe to:

- Taking the Biz: <https://www.youtube.com/channel/UCIIJ4pk3uzyWoeoBkGs0hxQ>
- Tutor2U: <https://www.youtube.com/channel/UCe83jLdZ3PuqVwAHe6B3U2A>
- Two Teachers: <https://www.youtube.com/channel/UCnVHZKYx1vWVnhRjJqJbNdQ>

TV/Films

There are many films, documentaries and programmes relating to all Business content for you to watch. Please see the list below for a list of recommendations.

BBC / iPlayer: Inside the Factory, The Apprentice, Dragon's Den

Channel 4: / 4 on Demand: The Truth about Amazon



LISTEN TO

You need to choose at least one podcast from each of the links below and make notes on what you have listened to. These notes will need to be prepared and handed in during your first Business lesson in September.

Notes to make when listening to Podcast

- Title of podcast
- Why you chose that particular podcast,
- The main points/concept of the podcast
- How can you relate this to yourself/your studies and
- Whether you would recommend this podcast to someone else and why.

The World of Business Podcast

<https://www.bbc.co.uk/programmes/p02nrwfk/episodes/downloads>

Business as Usual Podcast

https://www.youtube.com/channel/UC6ge7hG78ys_wERt4SbZQWg

Ted Talks Podcast

<https://www.ted.com/podcasts>

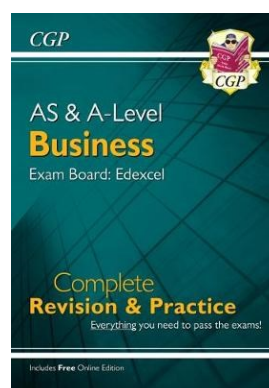
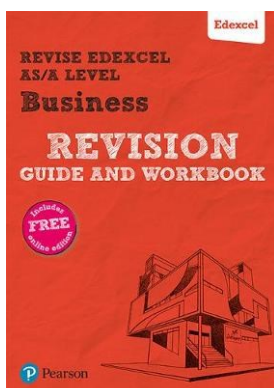


READ

The following are recommended for you to buy. We recommend purchasing any book second hand or borrowing it from your local library.

Textbooks:

- Edexcel AS/A Level Business (ISBN: 978-1-4479-8354-5)
- Pearson AS/A Level Business Revision Guide and Workbook (ISBN: 978-1-292-21321-7)
- CGP AS & A-Level Business Complete Revision & Practice (ISBN: 978 1 78908 242 5)



Reading Books:

- How to Win at the Sport of Business – Mark Cubin
- The Everything Store: Jeff Bezos and the Age of Amazon – Brad Stone
- Steve Jobs – Steve Jobs
- Lean In – Sheryl Sandberg
- The Trump Card – Ivanka Trump
- Thrive – Arianna Huffington

News:

- The Financial Times: <https://www.ft.com/>
- The Economist <https://www.economist.com/>
- BBC News <https://www.bbc.co.uk/news/business>
- The Guardian <https://www.theguardian.com/uk/business>

Other:

- Real-life Business Case Studies: <https://businesscasestudies.co.uk/topics/case-studies/>
- Have you ever wondered how to start a business? How the government help? Well, have a look at the government website and read over the different guides there to help: <https://www.gov.uk/browse/business>



RESEARCH

Throughout the course you will come across theorists and models that you will be expected to understand and make reference to.

Please ensure you research into the following, ensuring you have a copy of your research notes ready for the first lesson in September.

Notes

Notes must include at least the following, in addition to any other facts that you find interesting:

Main findings of model

Any images / tables / graphs to support model

What topic does it link to in Business?

Models / Theories

- Clay Christensen (1952 – 2020) – Disruptive Innovation
- Ansoff's Matrix
- Handy - Classes of Culture
- Porter's 5 Forces
- Porter's Generic Strategies
- Boston Matrix
- Product Life Cycle
- Business (Economic) Cycle
- Maslow – Hierarchy of Needs
- Herzberg – Two Factor Theory
- Mayo – Motivation
- Taylor's Scientific Management



COMPLETE

In addition to the tasks throughout this transition booklet you will also need to complete the following:

- Sign up to Seneca Learning (<https://www.senecalearning.com/en-GB/>). Select the class course: Business: Edexcel A Level.
- Collect six interesting business articles from any of the reading sources provided (or any other source). Summarise each article in one or two paragraphs. Answer the following questions:
- How does this news affect business?
- Who does it affect? E.g. all businesses, all consumers, businesses in x industry, low income consumers.
- Does this have a long-term impact? If so, what is it?

Complete a **free** Future Learn course: <https://www.futurelearn.com/> These are online courses that you can complete in your own time but will receive a certificate afterwards; something to enhance your CV! Millions of people around the world complete them and they are run by experts. Below are some Business suggestions:

- <https://www.futurelearn.com/courses/create-a-social-media-marketing-campaign>
- <https://www.futurelearn.com/courses/effective-networking>
- <https://www.futurelearn.com/courses/managing-innovation>
- <https://www.futurelearn.com/courses/digital-skills-social-media>
- <https://www.futurelearn.com/courses/digital-skills-web-analytics>



APPENDICES / RESOURCES

Command Words

Look over the keywords list below – these are part of the common language we use in the Business A Level course.

You will be expected to know and understand these. You will learn that each command word will have a weighted mark for them for exam questions.

Word	Explanation
Argue	This term appears often in essay questions and requires you to examine, analyse carefully and present considerations for and against items involved.
Discuss	Give reasons or present facts for and against an issue; try to provide by giving reasons or evidence for and against.
Explain	Present in brief, clear form.
State	Clarify and interpret the material you present. State the 'how' and 'why', the results, and where possible causes.
Define	Give concise, clear meanings.
Assess	Express the meaning of, translate, exemplify (give examples of), solve, or comment upon the subject. Usually you will give your judgement or reaction to the problem, but always make use of evidence.
Evaluate	Give reasons or present facts for and against an issue; try to provide by giving reasons or evidence for and against.

Edexcel A Level Specification

Here you will find a list of topics, theme and exam paper breakdown.

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>