



**Greyfriars**

**Catholic School**

**Year 11 Sixth Form  
Transition Material**

**Subject**

**A-Level Business**

**AQA EXAM BOARD**

**Congratulations on choosing to study Business A Level.**

**The information and tasks contained in this booklet will help you to research and prepare for your course when you start at Sixth Form Helsby in September. They will provide you with an overview of what to expect from your A Level studies and help you to develop a greater understanding of the subject.**

**This is by no means an exhaustive list but it will help you to start thinking about the subject and extra-curricular study and research.**

## The Purpose

**The purpose of this booklet is to support your transition into Business A Level. The more YOU take ownership and look beyond the textbook, the more success you will find with the course and concepts. You will also take part in a weekly Business Quiz competition so will need to download the BBC Business News app and prepare yourself for the weekly challenge!**

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

**You should bring your completed work to your first Business Studies lesson in September.**

## AQA A Level Business Specification

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/specification-at-a-glance>

### Specification at a glance:

| Assessments  |   |   |
|--|---|---|
| Paper 1: Business 1  | Paper 2: Business 2   | Paper 3: Business 3   |
| <b>What's assessed</b><br>All content above  | <b>What's assessed</b><br>All content above   | <b>What's assessed</b><br>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><br>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><br>Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions. | <b>Questions</b><br>One compulsory case study followed by approximately six questions.  |

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

## 2.1 Subject Content

- [1. What is business](#)
- [2. Managers, leadership and decision making](#)
- [3. Decision making to improve marketing performance](#)
- [4. Decision making to improve operational performance](#)
- [5. Decision making to improve financial performance](#)
- [6. Decision making to improve human resource performance](#)
- [7. Analysing the strategic position of a business\(A-level only\)](#)
- [8. Choosing the strategic direction \(A-level only\)](#)
- [9. Strategic methods how to pursue strategies \(A-Level only\)](#)
- [10. Managing strategic change \(A-level only\)](#)

## UCAS

Once you have decided on your subject area you can search UCAS to find appropriate University courses that best suit your interests. Examples below;

- <https://www.ucas.com/explore/subjects/business-and-management-studies>
- <https://www.ucas.com/explore/subjects/marketing>

## A Level Business Websites

### Tutor2u

Excellent website with student resources including revision notes and quizzes. Best blog for Business Studies as well as ones for Economics and Politics. Follow Tutor2u Business on Twitter;

[www.tutor2u.net](http://www.tutor2u.net)

**Taking the Biz** The aim of TakingTheBiz is to provide students with a more visual, engaging and memorable revision aid to help them prepare for their examinations. Each tutorial focuses on one of the key topics for the Business specification.

<https://www.youtube.com/channel/UCIIJ4pk3uzyWoeoBkGs0hxQ/featured>

### BBC Business News

The business section is a superb resource and one of the best starting points to find up to date business news stories.

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

### Task 1

There will be some key terms you should know from your GCSE course, however, if you are new to Business or have enjoyed a busy summer, these are the terms you should be familiar with.

**Spent some time to find them out and create a document with them prepared.**

Use: [www.tutor2u.com](http://www.tutor2u.com) to help you.

| Easy Key Terms                  | Challenging Terms                      |
|---------------------------------|--|
| Revenue (define, formula)       | Inflation                              |
| Profit (define, formula)        | Porter's Five Forces                   |
| Contribution per unit (formula) | Boston Matrix                          |
| Breakeven (define, formula)     | Ansoff Matrix                          |
| LTD                             | Labour Turnover (define, formula)      |
| PLC                             | Capacity utilisation (define, formula) |
| Unlimited Liability             | ROCE (define, formula)                 |
| Limited liability               | Current Ratio (define, formula)        |
| Exchange rate                   | Trading Bloc                           |
| Profit margin                   | Financial Accounts                     |
|                                 |  |

### Task 2:

#### **The companies you really should know!**

It is impossible to know what companies will be examined in your assessments. However, some of the big multinationals will provide you with enough evidence to cover all the aspects of business in your course. Become familiar with these companies, they will help you contextualise your answers.

*Your first Summer challenge is to find out the 'ownership' types of these companies listed below:*



**Task 3:**

Choose 1 of the businesses from the previous activity. Describe & explain how the business operates.

You should include information on the following areas:

- a) How the business was started and a brief history.
- b) The markets the business trades in and its competitors.
- c) The businesses product or service range and the types of customer that the business targets.
- d) The ownership of the business and the advantages and disadvantages of this type of business.
- e) How the business is organised and managed.
- f) The types of technology and machinery used, together with an explanation of how they benefit the business.
- g) An explanation of the types of advertising and promotion that the business uses.

How is the business doing?

You could use both financial and non-financial data:

- I. Analyse the changes in the business over the past 5 years
- II. Discuss how these changes have impacted on the products/services that they supply
- III. Comment on what steps the business should make to improve their chances of success in the future.

How should the work be presented?

Your work should be in report format using main headings and subtitles.

You should use Word to complete this, **hand written work will not be accepted.**

You may use any financial data, images or diagrams to help illustrate your points.

What happens outside of the business can impact its progress:

Watch the news over the next week, choose 2 news stories that may/can affect a business.

- a. Write a summary of the news story
- b. Explain how the story could affect the business you have researched.

#### **Task 4:**

Understand the writing styles:

The style of writing at A Level is a development of the writing style needed at GCSE.

The main requirements across the exam boards are:

AO1 Knowledge (know your definitions)

AO2 Application (this is a big one for context of the case studies and extracts)

AO3 Analysis (show logical thinking and arguments. Consider why you raised the point)

AO4 Evaluation (bringing it all together, forming a judgement and answering the question)

The exam board will provide you with a good understanding of what is needed for each.

You can find this in the specification, also look at example answers and mark schemes to see what is needed!

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The following is a made-up question and two short example answers. See if you can tell where balance and context are applied.

**Q. Boeing manufactures some of the world's largest passenger aeroplanes. Management are currently looking to reduce costs by purchasing cheaper engines and materials to manufacture the planes. Assess the impact of this strategy on Boeing.**

**Example one:**

If they decide to buy cheaper things for making their products this will mean the company is spending less and their costs will be lower. This will be a good thing as their profits will increase which will make shareholders happy.

**Example two:**

If Boeing decides to purchase cheaper engines and materials for their aeroplanes, this will result in a lowering of their manufacturing costs which may make them more attractive than main rivals Airbus. This could result in more orders from British Airways or Virgin Atlantic. However, using cheaper engines and parts could have disastrous effects for Boeing. If an accident occurred and it was the fault of Boeing and cheaper parts/manufacturing, then Boeing's brand image would be significantly damaged resulting in long term consequences for the firm.

**Where did you see context and balance?**

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**Folder Policy:**

**You will be given a folder to use during Year 12.**

**Your folder should have: - Course specification and content checklist at the front. -**

**Six subject dividers for Year 12 units taught across the first year and then you will be given another folder for Year 13. -**

**After each lesson you should be filing away your notes/worksheets in chronological order.**

**An organised folder keeps an organised mind.**

**- Marked essays and mock exams to be kept at the back of your folder for reference purposes and to check progress.**

**- Example essays and other revision materials are also to be kept at the back.**

**Marking looks like:**

**- There will be an end of topic assessment for each topic area.**

**You will be given marks, a grade and feedback for improvement.**

- You will also have at least one formal homework each week which may include a past paper essay question.

This will be marked by your teacher with a grade and feedback for improvement.

- Ordinary class notes will not be marked, although a folder check will take place after every topic has been completed.

Teachers You will have experienced business and economics teachers who are also official AQA examiners. We look forward to being part of y

***We look forward to being part of your success!!!!***