



## A-Level Business



### Year 11 Transition Work for A-Level

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This pack details the topics that you will be taught in the 2020-2021 academic year.

It also has links to many sources of information about Business that you can have a look at online during the **Year 11 to Year 12 transition period** and activities for you to complete.

#### Tasks

1. **Read** the course guide that has been shared with you.
2. **Prepare** a list of questions to ask your teacher.
3. **Familiarise** yourself with the course expectations, pages 7-8 of this booklet.
4. **Every week**, choose **two** tasks from any of the ones provided in this booklet.
5. **Complete** the activities and save them on your home PC. **You will be asked for evidence of the work you have completed when you return to school.**

**Never give up!**

# Topics taught (Year 12 2020-2021)

In Year 12 you will be learning the content for **Paper 1 - Business Opportunities and Functions.**

**Business Opportunities** focuses on new business start-ups and small and medium sized enterprises (SMEs). The content in this section is based around the concept of starting a new business and the issues that surround the process of planning a new business. In addition to covering the main concepts of setting up a new business, learners should be aware of other types of business organisations, the markets in which they operate and their various stakeholders.

**Business Functions** broadens the context for you and includes all types of business organisation, ranging from recently formed small businesses to well established multinational companies. You will need to understand that, in order to succeed in a competitive market, all businesses have to consider the core functions of business.

Collectively, the two areas covered in this component will give you an understanding of the important role played by small businesses in the economy and the opportunities that exist for entrepreneurs, as well as the importance of established businesses and not-for-profit organisations in providing goods and services.

You will study the content areas below in Year 12:

- **Enterprise**
- **Business plans**
- **Markets**
- **Market research**
- **Business structure**
- **Business location**
- **Business finance**
- **Business revenue and costs**
- **Marketing**
- **Finance**
- **People in organisations (human resources)**
- **Operations management.**

I would like your transition work to focus on you understanding key knowledge to help you to learn effectively the content of Year 12.

The course handbook for A-Level Business can be found here: <T:\Business Studies Department\Students\A-LEVEL Business\Course Outline\Student Business Handbook.docx>

Further learning tools (including lesson and revision materials) for this unit can be found here: <T:\Business Studies Department\Students\A-LEVEL Business>

# Documentaries

If you have access to on demand programs, Netflix or Amazon Prime, watch some of the documentaries and films listed below and make some notes about the topics that they cover, the questions that are asked, the issues that are raised.

**Activity:** Summarise the documentary/film on an A4 page using the 5 Ws: When? Who? Where? What? Why? If appropriate, add a 6<sup>th</sup> W: What next?

- The Nine to Five with Stacey Dooley - **BBC iPlayer**
- Tricky Business - <https://www.channel4.com/programmes/tricky-business> **Channel 4 On Demand**
- Beauty Laid Bare - **BBC iPlayer**
- The True Cost - **Netflix**
- Broken – Episode on IKEA - **Netflix**
- Flat pack empire – **BBC2 iPlayer**
- Inside Cadbury chocolate secrets unwrapped - <https://www.youtube.com/watch?v=BB3lJuMNUEk>
- Food unwrapped - **Channel 4 on demand**
- Inside the supermarket - <https://www.youtube.com/watch?v=gwucutFTsQ>
- Panorama Amazon: What they know about us – **BBC iPlayer**
- Panorama Amazon: The Truth Behind the Click – **BBC iPlayer** and/or <https://www.youtube.com/watch?v=JwrUYS9UTeU>
- Pepsi vs Coke – **Amazon prime video**
- Jobs Vs Gates: The Hippie and The Nerd – **Amazon prime video**
- Starbuck unfiltered – **Amazon prime video**
- Facebook – Cracking the code – **Amazon prime video**
- Data centre the true cost of the internet – **Amazon prime video**
- Learn from The Experts - Jeff Bezos, Amazon Founder – **Amazon prime video**
- Learn from The Experts - Elon Musk, Tesla and SpaceX – **Amazon prime video**
- The millennial dream – **Amazon prime video**
- Business mindset for success – **Amazon prime video**
- Steve jobs – Billion Dollar Hippie – **Netflix**
- American Factory – **Netflix**
- Inside Waitrose – **Channel 5 on My5**
- Inside the factory – **BBC2**
- Dragons Den – **BBC2**

# Films

- The Founder – Dvd – **Amazon prime video or Netflix** – Franchising
- Deep Water Horizon – DVD - **Amazon prime video** – Ethical issues
- Trump – What’s the deal – **Amazon prime video**
- The Internship – **Amazon Prime video**
- The Social Network – **Netflix**
- The Big Short – **Netflix**
- The Great Hack – **Netflix**
- Enron: the smartest guys in the room – **Amazon Prime** and lots of analysis on YouTube

# Books/Audiobooks

## Course textbook

The textbook chapters for Year 12 can be found here: <T:\Business Studies Department\Students\A-LEVEL Business\Course Textbook\Component 1 Notes>

## Books for wider reading

If you have access to Google Books, Amazon e-books, audio books or any other such online facility, read one of the suggestions below.

**Activity:** Write a book review. If you're stuck on what to say, imagine you're talking to someone who is asking you whether they should read the book.

1. Start with a couple of sentences describing what the book is about: write a synopsis.
2. Discuss what you particularly liked about the book: why should students read this book?
3. Mention anything you disliked about the book
4. Give some key facts
5. Try and list some of the A level concepts mentioned in the topics list.
6. Round up your review: Summarise some of your thoughts on the book by suggesting the type of reader you'd recommend the book to. For example: younger readers, older readers, fans of relationship drama/mystery stories/comedy. Are there any books or series you would compare it to?
7. Give the book a rating, for example a mark out of five or ten, if you like!

- Anyone can do it – Duncan Bannatyne
- The Rise And Fall Of Marks & Spencer - and How It Rose Again – Judi Bevan
- What You See Is What You Get: My Autobiography - Alan Sugar
- Management in ten words - Terry Leahy
- Screw it lets do it – Richard Branson  
<https://www.youtube.com/watch?v=h9FkeyvdA2M>
- The Virgin Way – Richard Branson  
Audio Book (free) - <https://www.youtube.com/watch?v=5wz40rdz7i4>
- The New One Minute Manager – Blanchard & Johnson  
Audio Book (free) - <https://www.youtube.com/watch?v=ar4lrwXM4ao>
- Wake Up and Change Your Life by Duncan Bannatyne  
[https://www.youtube.com/watch?v=zqLVkMeJwE4&list=PLosYlqqowJvECmirOpdII\\_Ynw5Lb4M-Tf&index=10&t=0s](https://www.youtube.com/watch?v=zqLVkMeJwE4&list=PLosYlqqowJvECmirOpdII_Ynw5Lb4M-Tf&index=10&t=0s)

## Biz Quiz

**Activity:** Test your knowledge of current affairs.

Click on the links below and for all questions that are incorrect, find the relevant news article and read about it.

- <https://www.tutor2u.net/business/blog/the-biz-quiz-6-march-2020>
- <https://www.tutor2u.net/business/blog/the-biz-quiz-13-march-2020>
- <https://www.tutor2u.net/business/blog/the-biz-quiz-27-march-2020>
- And try the quiz for subsequent weeks

# Topical business news articles and videos

Get the BBC and the Guardian news apps and check the Business headlines every day, read 2-3 good articles a week.

**Activity:** Pick an article of your choice and summarise your findings on an A4 page using the 5 Ws: When? Who? Where? What? Why? If appropriate, add a 6<sup>th</sup> W: What next?

Below are some ideas to get you started:

- Impact of Coronavirus: <https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>
- Impact of Coronavirus on cash flow and liquidity: <https://www.reuters.com/article/us-health-coronavirus-easyjet/big-uk-airlines-ground-most-of-their-fleets-to-survive-coronavirus-idUSKBN2130S9> and [https://www.bbc.co.uk/news/business-52027342?intlink\\_from\\_url=https://www.bbc.co.uk/news/topics/c77jz3mdmy3t/iag&link\\_location=live-reporting-story](https://www.bbc.co.uk/news/business-52027342?intlink_from_url=https://www.bbc.co.uk/news/topics/c77jz3mdmy3t/iag&link_location=live-reporting-story)
- Non-price factors affecting demand: <https://www.bbc.co.uk/news/amp/business-52066454>
- Corporate Social Responsibility: <https://www.tutor2u.net/business/reference/corporate-social-responsibility-during-the-coronavirus-pandemic>
- Food supply: <https://www.bbc.co.uk/news/business-52020648>
- Agriculture, food supply and migration: <https://uk.reuters.com/video/watch/the-race-to-save-americas-harvest-idOVC7O0TEN>
- Oil industry retrenchment: <https://www.theguardian.com/business/2020/apr/01/bp-to-cut-spending-amid-most-brutal-oil-price-rout-in-decades>
- On Twitter, search for posts with the handles #Theme1 #alevelbusiness and follow the authors
- On Twitter, follows @revisionstation, @tutor2business, @twoteachers

## Quantitative skills

**Activity:** Listen to the video below and practice some calculations

- Index numbers: <https://www.tutor2u.net/business/reference/quantitative-skills-in-a-level-business-index-numbers>
- Percentage change : <https://www.tutor2u.net/business/reference/business-maths-calculating-percentage-changes>
- Exchange rates <https://www.tutor2u.net/business/reference/business-maths-exchange-rates>
- All other quantitative skills for the whole course are referenced here: <https://www.tutor2u.net/business/collections/business-maths>

# Online websites

Find the online courses below and go through the course content.

## Activities

Make revision cards for keywords

Make mind maps with pros and cons of various concepts, e.g. pros and cons of a franchise.

- Tdrive: <T:\Business Studies Department\Students\A-LEVEL Business>
- Tutor2u reference library – <https://www.tutor2u.net/business/reference>
- YouTube videos – subscribe to the following channels: [tutor2u](#), [TakingTheBiz](#), [Business As Usual](#)

# Podcasts

## Activities

Make revision cards for keywords.

Draw diagrams and label them.

Make mind maps with pros and cons of various concepts, e.g. pros and cons of a franchise.

Make a formula list and add some example calculations

## Efficiency and productivity

<https://www.listennotes.com/podcasts/revise-a-level/operational-performance-zqDYtCScRly/>

## Pricing

<https://www.listennotes.com/podcasts/revise-a-level/decision-making-pricing-a-l7Jkg6TS-sc/>

## Pricing decisions

<https://www.listennotes.com/podcasts/revise-a-level/a-level-business-pricing-104HhoZXA3T/>

## Market research

<https://www.listennotes.com/podcasts/revise-a-level/market-research-a-level-XhQS6TDc5iH/>

## Market mapping

<https://www.listennotes.com/podcasts/revise-a-level/market-mapping-a-level-ZW51hHAda-P/>

## Marketing objectives

<https://www.listennotes.com/podcasts/revise-a-level/setting-marketing-objectives-pgGOoZ6a3RA/>

## Raising Finance

<https://www.listennotes.com/podcasts/revise-a-level/a-level-business-raising-R672m5eU0O9/>

## Limited Liability

<https://www.listennotes.com/podcasts/revise-a-level/a-level-business-limited-dFP8zKNLobg/>

# Expectations in Business

At Sixth Form, it is expected that students take a more pro-active approach to their studies and develop independent learning skills. In Business, it is important to foster a mature and professional working environment that gives students an opportunity to learn. Part of this is taking responsibility for your progress. Therefore, you will be referred for additional study sessions if it is felt that you require extra time to consolidate your knowledge and exam technique. If you feel you require any help and/or guidance with your work, please speak to your teacher.

The following is expected:

- **Conduct and behaviour** in lessons should reflect that of a professional working environment. If your behaviour does not allow learning to occur, you will be reminded of this and you may be asked to leave the lesson and sent elsewhere to continue your work. If this occurs, you will be referred to the Head of Year to explain your conduct.
- **Business folder** is to be brought to every lesson. Failure to do so on two occasions will again result in phone call or email home. If there is an issue with you bringing your Business folder to each lesson, please speak to your teacher.
- Students must turn up on time to every lesson. It is very disruptive to have students walking in late and is not fair on the rest of the group. Your teacher will not wait for you to start the lesson. If a pattern emerges of continued **poor punctuality** you will be asked to attend extra study sessions and referred to the Head of Year to explain yourself.
- If you are **absent from a lesson**, it is your responsibility to catch up on the missed work. You will be expected to contact your teacher to ask for work and to use **tdrive** for resources and homework. It may well be the topic that comes up in a future assessment or your final exam. Do not rely on your peers, as they are not the subject specialists.
- If your **absence is unauthorised** or you do not contact the teacher on your return you will be required to catch up during an extra study session.

## Deadlines and Submitting Work

**For every taught hour you are expected to be carrying out at least one extra hour of work.** This could be finishing class work/activities, creating revision resources, practicing exam questions and/or completing effective revision on previously learnt content. **This means 5 hours a week of working on A-Level Business on top of taught lessons.** This work can either be completed in your timetabled study time or at home.

- **Deadlines must be met.** If you do not meet a deadline expect a letter home and an extra study period.
- All homework will be shared on the school Portal (including content and deadlines). **Any issues with homework set should be addressed through contacting your teacher either in person or via email.**
- All work must **be hand written.** This is because your exam is hand written and that you have to show clear presentation of work, in order for it be easily assessed by the examiner.
- If an extension is required for class-based assessments or homework this should be requested in person to Mr Dhillon at least 24 hours prior to submission. These will be granted on a case by case basis.

**Failure to meet any of these expectations to a satisfactory standard will result in consequences including a formal meeting with the Head of Year and parents.**