



Heathcote School & Science College

Business Studies Department

A-Level Business Studies

**Student Transition Guide
2018-19**

Name:	
Teacher/s:	

Course Introduction

Welcome to the A-Level Business course. The course is a two year business qualification course, which prepares you for employment or higher education in this area.

The purpose of the handbook is to guide you through the course and answer any questions that you may have had. The handbook is also important to you as it contains many important details that will help you as you progress through the course.

You will find that you will always be encouraged to achieve the highest possible grade and to accomplish more than you believed that you are capable of achieving.

Please read through the handbook to familiarise yourself with the requirements of the course. Should you have any questions please do not hesitate to ask your teacher.

Once again we welcome you to the course and hope you find it enjoyable. We wish you every success!

The Business Studies Department

About the course

What is business studies about?

The course provides an opportunity to study in depth how businesses operate in the modern world on a local, national and global basis. All aspects of business behaviour and the relationships between businesses and consumers are covered. These include how businesses are managed, their strategies for success and how they deal with the ever-changing business environment. The main emphasis is on the application of knowledge to practical business situations and the course covers a wide range of issues including business start-ups and growth, marketing, managing people and the impact of international trade. The teaching is based on current events placing a premium on up-to-date issues, which are accessible to students.

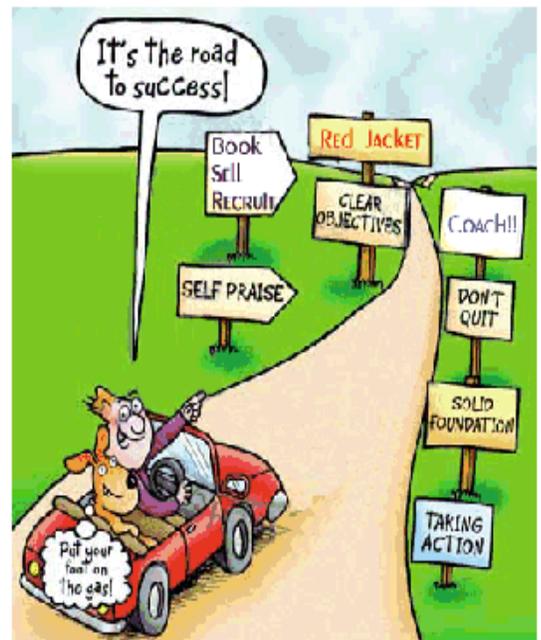
Key skills required

Students should be comfortable with expressing themselves in short essay form; they should also be comfortable with some financial analysis. There are no specific subject strengths required as the course content is very broad. It is, however, important that students have an interest in current affairs.

There is a strong emphasis on personal research and the ability to undertake independent investigations using periodicals, the internet and books is essential. The research is used in assignments and classroom discussions. Assessment is through examinations each year which require candidates to interpret and evaluate selected current news items using their knowledge of how businesses work.

Using Advanced GCE business beyond school

Direct applications of the GCE are in degrees offered by university business schools, through management-related courses in specialist areas such as marketing, finance or retailing. The discipline also fits well with social sciences and politics. It is an ideal basis for a career in business as an entrepreneur or in a senior corporate role. It is also an excellent means of gaining a better understanding of current affairs.



Your Responsibilities On The Course

You made a conscious and active decision to enrol on A-Level Business. Your course will provide access to new learning opportunities and skills. Your previous knowledge from GCSE Business Studies or gained from observation and experience will help you.

Attendance

Success on the course is strongly linked to full and punctual attendance to all classes. A class register is taken at every class. The register is open to the inspection of the course leader, quality assessor, your parent(s)/guardian and school management at any time. Occasionally your teacher may be requested to comment on your attendance. This could be for the purposes of report writing, a reference request and school inspections.

Punctuality

Any student arriving late for class will be registered as late. Late arrival to class will be highly disruptive to the lesson and upset the learning others. Should you find yourself delayed you should first contact the school office so they can pass the message to your teacher.

What else is expected of you?

You will be required to attend all of your lessons and complete all of your work on time. This will allow you to get the most out of your course and give you the best chance of success. This will also allow you seek assistance from your teachers.

You will be expected to adopt a mature attitude and accept responsibility for your own learning. You will be given plenty of opportunities to conduct your own independent research. This is an integral part of the course. You will also be responsible for your own discipline and self-management.

You will be also expected to be prepared for all of your lessons with the appropriate resources. These will include:

- A4 File with sections divided for the work of each teacher
- Paper to write on
- Pens & Pencils
- Notes from previous lessons
- USB for saving and storing work
- Calculator for any calculations
- Text books

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It also will be your responsibility to:

- Back up any work by saving it on your USB and school computer
- Keep a spare copy of all printed out notes
- Look after and keep your file organised

Other things your teachers will expect from you

Students-

- are advised to read a broadsheet paper at the weekend, news and business/finance sections
- are advised to watch the news at least three times a week, BBC1/ITV1/Newsnight
- will be advised of relevant reading material
- must sign up for an email account that is used exclusively for subject work
- must meet all homework deadlines.

Programme of study

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
- 8 Choosing strategic direction
- 9 Strategic methods: how to pursue strategies
- 10 Managing strategic change

Exams Structure: A Level

Assessments

Students will be completing their exams at A2 level. There will be no exams at AS level as the course is now linear.

The three exams to be completed are as follows:

Paper 1: Business 1

Assessed: on all subject content above

Written exam: 2 hours

100 marks in total

33.3% of A-level

Questions

Three compulsory sections: Section A has 15 multiple choice questions (MCQs) worth 15 marks.

Section B has short answer questions worth 35 marks.

Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.

Paper 2: Business 2

Assessed: on all subject content above

Written exam: 2 hours

100 marks in total

33.3% of A-level

Questions

Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions

Paper 3: Business 3

Assessed: on all subject content above

Written exam: 2 hours

100 marks in total

33.3% of A-level

Questions

One compulsory case study followed by approximately six questions

Prior attainment

GCSE grades

Subject	Grade

Target grade:

Tips from other students

- ▲ *“Get yourself a nice shiny new folder. Make sure it’s a proper A4 ring-binder one – you’ll need it!”* Year 13 student
- ▲ *“Always bring it to every lesson, that way, you don’t waste time at home sorting your notes out – or losing stuff in the common room.”* Year 13 student
- ▲ *“Use file dividers to clearly separate out the various modules. That saves confusion and loads of time when it comes to revision.”* Year 12 student
- ▲ *“Don’t bunk lessons. You end up missing loads of stuff and you won’t – believe me – ever catch it up!”* Year 13 student
- ▲ *“My advice is to go for it. You are in the lesson just for you not for the teacher, your parents, your mates or anyone else. It’s about you and what you’re going to do with your life.”* Ex-Student now University student
- ▲ *“Enjoy yourself, the course really is fun!”* Year 13 student

Reading List

Books, newspapers and magazines

- AQA A2 Business Studies: Textbook by P Stimpson, H Coupland-Smith and D Mansell
- AQA AS Business Studies: Textbook by Peter Stimpson, Steven Foden and Diane Mansell
- AS Essential Business Studies for AQA by J Sutherland and Diane Canwell

Other good sources to read:

Revision guides such as the CGP Business Studies for AQA – AS & A2 Revision Guide

Business Review magazine – Students will be able to subscribe to this when they start at The Burgate Sixth Form

A **good quality newspaper** (Particularly the business section) such as; The Guardian, The Times, The Telegraph, The Independent or the I for a more concise read.

Books and autobiographies written by famous entrepreneurs such as Howard Schultz, Terry Leahy, Richard Branson, Alan Sugar, Karan Bilimoria, Duncan Bannatyne, Deborah Meaden, Peter Jones, Theo Paphitis, Fraser Doherty etc

Journals and magazines may also be useful to read to broaden your knowledge such as; The Economist, Marketing and The Grocer

Useful websites

www.tutor2u.net – **Tutor2u** is an essential Business Studies resource for all students. It contains an excellent Blog with relevant news stories, exam advice and analysis of topical events. It also has various quizzes, revision notes and Power Points for free.

www.bbc.co.uk/news/business - Keep up to date with current events in the business world through the **BBC website Business news section**. Very easy to read and many helpful articles to gain real examples of the theory learnt in class. Vital for success in A2.

www.guardian.co.uk/business/uk-edition - The **Guardian newspaper Business section**. Slightly more in-depth look at business current events and still free to access on-line.

www.independent.co.uk/news/business - The **Independent newspaper Business section**. Another great source for business stories and again still free on-line.

www.thetimes100.co.uk - **The Times 100** contains case studies, revision notes and quizzes on a range of firms

www.aqa.org.uk - **AQA** exam board for A-level Business Studies

Summer Work

The following work will be due in first lesson back after the summer break.

Pre- course preparation:

You are required to research, explain and analyse your findings in regards to the following models used in business. Your write up should be well researched, focused and easy to understand.

Task:

1. Draw a detailed illustration of each model (This needs to be hand drawn)
2. Give a full explanation of what the model shows
3. Explain the advantages and disadvantages of its use in business

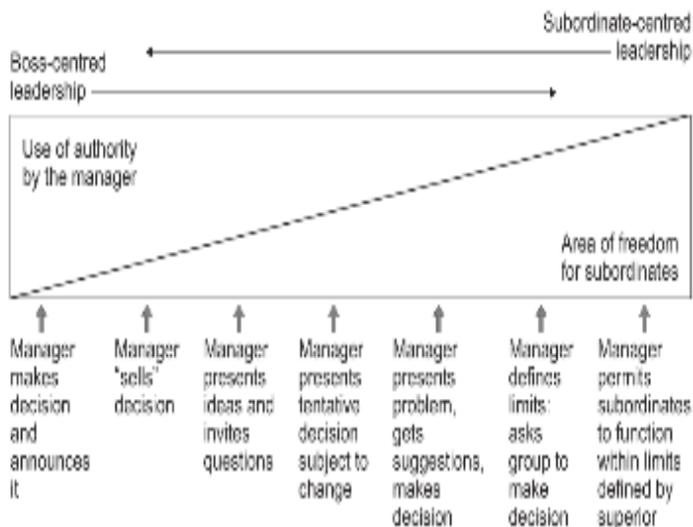
Model 1: Tannenbaum Schmidt Continuum

Section 3.2.1 Understanding management, leadership and decision making

Overview

A model that highlights the range of different management styles that may be adopted ranging from a 'tell' approach to one that involves delegation.

Model/theory



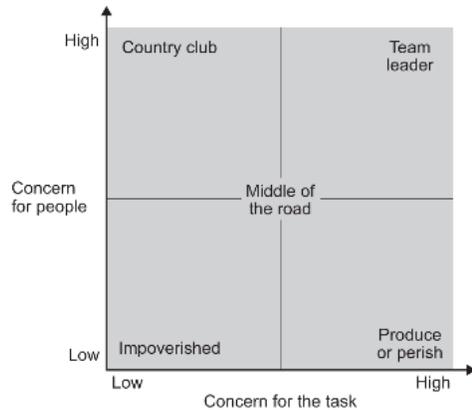
Model 2: Blake Moulton Grid

Section 3.2.1 Understanding management, leadership and decision making

Overview

A model that highlights different management styles, according to their focus on the task and the people within the business.

Model/theory



Model 3: 7Ps of the marketing mix

Section 3.3.4 Making marketing decisions

Overview

Analysing the marketing mix using the 4Ps may be enhanced by adding additional elements to it. These further elements may be particularly relevant in a service economy.

Model/theory

The traditional 4Ps are: Product, Promotion, Price, Place. The specification uses the 7Ps model which also includes People, Physical environment and Process.



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All pre course work completed is required to be handed in the first lesson back. It is entirely up to you how you wish to present this back. Work is not allowed to be handed in completed on the computer; it must be handwritten/drawn.

Examples of hand in:

- Informative posters/leaflets
- Essay write up with drawings
- Part Video presentation pre recorded

You are responsible for your own hand in of work!

Your effort, extent of research explanation and analysis will be graded and recorded.

Good luck!