

BUSINESS STUDIES

**“FLYING START”
PACK**



Business Studies Overview

Welcome to Business Studies!

A level Business Studies is a challenging and demanding subject to study. It requires you to have an interest in local, national and international business and current events. You will also need to develop a range of academic skills such as research, extended writing and independent reading.

You will be expected to attend all lessons promptly and with the correct equipment. The minimum you should arrive to lessons with is:

- ✓ A few blue/black pens
- ✓ A pencil
- ✓ A ruler
- ✓ A set of highlighters
- ✓ A rubber
- ✓ A green pen (for feedback)
- ✓ A pad of A4 lined paper
- ✓ A ring binder
- ✓ A set of dividers

Please read the next few pages for a list of key topics that you will cover over the next two years.

Business Studies Content

YEAR 12		
	Topic title	Topic content
1	What is a business?	<ul style="list-style-type: none">• Business objectives• Mission statements• Profit, revenue and types of costs• Forms of business• The role of shareholders• Influences on share prices• External influences (competition, market conditions, incomes, demographics, interest rates)
2	Managers and leaders	<ul style="list-style-type: none">• The role of managers• Leadership styles• The value of decision making based on data• Decision trees• Stakeholder needs/mapping/conflict
3	Marketing	<ul style="list-style-type: none">• Marketing objectives• Internal and external influences on marketing objectives• Market research• Sampling• Interpretation of marketing data• Price and income elasticity of demand• Positioning, segmentation and targeting• 7Ps• Digital marketing and e-commerce
4	Operations	<ul style="list-style-type: none">• Operational objectives• Internal and external influences on operational objectives• Operations data• Capacity/utilisation• Efficiency and labour productivity• Lean production techniques• Quality control methods• Mass customisation• Outsourcing• Inventory control• Supply chains

5	Finance	<ul style="list-style-type: none"> • Financial objectives • Internal and external influences on financial objectives • Cash flow vs. profit • Gross, net and operating profit • Objectives for investment • Capital structures objectives • Budgeting • Break even charts/analysis • Analysing profitability • Sources of finance
6	Human Resources (HR)	<ul style="list-style-type: none"> • Human resources objectives • Internal and external influences on HR objectives • HR data • Job design • Organisational design • HR flow • Motivation • Employer-employee relations • Trade Unions and Works Councils

YEAR 13

	Topic title	Topic content
1	Analysing strategic position of a business	<ul style="list-style-type: none">• Strategy vs. tactics• Links between mission and objectives• Functional design• Organisation design• SWOT analysis• Financial performance (profit and loss/balance sheets/ratio analysis)• Gearing ratio• Efficiency ratio• Profitability ratios• Liquidity ratios• Analysing Human Resource, Operations, and Marketing data• Core competencies• Assessing long term and short term perceptions• Kaplan and Norton's Balance Scorecard• Elkington's Triple Bottom Line• PESTLE analysis• EU Laws and influence on UK businesses• Economic factors (fiscal and monetary policy)• Open trade vs. protectionism• Globalisation• Impacts of emerging economies• Social changes (urbanisation and CSR)• Porter's five forces• Investment Appraisal• Influences on investment decisions• Sensitivity analysis
2	Choosing strategic direction	<ul style="list-style-type: none">• Ansoff's Matrix• Porter's low cost/differentiation• Bowman's strategic clock• Competitive advantage and positioning strategy
3	Strategic methods: how to pursue strategies	<ul style="list-style-type: none">• Organic and external growth• Retrenchment• Conglomerates• Innovation• Intellectual property• Trading with international markets• Sourcing materials from abroad

		<ul style="list-style-type: none"> • Bartlett and Ghoshal strategies • Digital technology • Types of change (Lewin's force field analysis) • Flexible organisations • Information and knowledge management • Barriers to change • Organisational culture • Leadership and strategic implementation
4	Managing strategic change	<ul style="list-style-type: none"> • Planned vs. emergent strategies • Network Analysis • Problems with strategies • Contingency planning

Business Studies Assessment Structure

Exam board: AQA

Assessment structure: 100% exam

Year 12 examinations: Paper 1 and Paper 2 (Pre-Public exams)

Year 13 examinations: Paper 1, Paper 2 and Paper 3 (Public exams)

Year 12 exams

Paper 1:

1 hour 30 mins

80 marks

All content assessed

Section A: Multiple Choice Questions (worth 10 marks)

Section B: Short answers (worth 20 marks)

Section C: Two data response questions (worth 25 marks each)

Paper 2:

1 hour 30 mins

80 marks

All content assessed

One compulsory case study with seven questions.

Year 13 exams

Paper 1:

2 hours

100 marks

All content assessed

Section A: Multiple Choice Questions (worth 15 marks)

Section B: Short answers (worth 35 marks)

Section C: Essay answers (choice of one from two, and one from two) [25 marks each]

Paper 2:

2 hours

100 marks

All content assessed

Three compulsory data response questions (worth roughly 33 marks each)

Paper 3:

2 hours

100 marks

One compulsory case study with six questions.

Summer Tasks

Purpose of Task 1: Many students have never studied Business Studies before and so we want to ensure that you are making an informed choice before committing to two years of study. We therefore want you to answer “Is this the right course for me?”

- What are your career aspirations and why?
- How will this course fit with those aspirations?
- What are you particularly looking forward to about this course?

Task 1: This first task should take approximately two hours and should be presented as a PowerPoint presentation of no more than 6 main content slides. You should use the course specification as well as university prospectuses and careers brochures to help inform you (see recommended resources for links).

Purpose of Task 2: To do well at A-Level Business Studies you will need to develop certain skills. One of the main ones is to independently research different aspects of the course and be able to communicate your findings to the class as a whole. We therefore want you to conduct your own investigation into either a business role model or into a business of your choice. Possible questions you might want to answer include:

- Which business personality inspires you and why?
- What have they done in their career, give a brief history?
- Is their business a primary, secondary, or tertiary sector business?
- What does it do?
- Is it a private sector or public sector organisation?
- Who owns it and what does this mean for the business?
- What are their primary aims and do you think these are realistic?
- Who are their main competitors?
- How do they differentiate themselves?
- How do they measure success and how successful are they?

Task 2: This task should take approximately two hours and should be presented as a PowerPoint presentation of no more than 6 main content slides. Imagine we have never heard of this entrepreneur or this business.

Please submit your Summer Tasks at the start of the first lesson in September.