

## A Level Business

A Level Business at RMGS is interesting, challenging and focused. You need to aim high and appreciate that skills developed in Business are likely to shape your future career.

The department are looking for students who enjoy the many aspects of the business world and can appreciate and judge objectively the sometimes contradictory nature of the aspects of business in everyday life.

### The transferable skills underpinning A level Business Studies include:

Carrying out calculations  
Interpreting and analysing data,  
Applying knowledge to unfamiliar situations  
Developing arguments  
Making judgements and decisions

We would like you to carry out the following programme of study as follows:

- Term 5**            What is Business?  
                         Understanding the nature and purpose of business  
                         Understanding different business forms  
                         Business in action
- Term 6**            Understanding that businesses operate within the external environment  
                         Business in action  
                         Business Induction work 2020 presentation  
                         Optional: Futurelearn/edX courses

Any questions or concerns then email me at [mpurcell@rmgs.org.uk](mailto:mpurcell@rmgs.org.uk)

Enjoy and Good Luck

Miss Purcell

Topic	Task set	Complete
What is Business?  Understanding the nature and purpose of business	Use the following link to Tutor2U and work through the Key topic videos and the study notes listed. Ensure you make notes as you go: <a href="https://www.tutor2u.net/business/collections/aqa-a-level-business-study-resources-what-is-business">https://www.tutor2u.net/business/collections/aqa-a-level-business-study-resources-what-is-business</a>  The structure of your notes should loosely follow 3.1.1/3.1.2 of the A Level specification to give order to your folder notes (see the 3.1 specification detail below)	

Understanding different business forms

### 3.1 What is business?

#### 3.1.1 Understanding the nature and purpose of business

Content	Additional information
Why businesses exist	Business objectives such as profit, growth, survival, cash flow, social and ethical objectives
The relationship between mission and objectives	
Common business objectives	
Why businesses set objectives	
The measurement and importance of profit	The measurement of profit should include: <ul style="list-style-type: none"> <li>revenue (also turnover and sales)</li> <li>fixed costs</li> <li>variable costs</li> <li>total costs.</li> </ul>

#### 3.1.2 Understanding different business forms

Content	Additional information
Reasons for choosing different forms of business and for changing business form	Different forms of business include: <ul style="list-style-type: none"> <li>sole traders</li> <li>private limited companies and public limited companies</li> <li>private sector and public sector organisations</li> <li>non-profit organisations such as charities and mutuals.</li> </ul> Issues with different forms of business include: <ul style="list-style-type: none"> <li>unlimited and limited liability</li> <li>ordinary share capital</li> <li>market capitalisation</li> <li>dividends</li> </ul>
The role of shareholders and why they invest	
Influences on share price and the significance of share price changes	
The effects of ownership on mission, objectives, decisions and performance	

i.e. Note structure:

1. Why do businesses exist?
2. What is the difference between a mission statement and objectives?

<https://www.tutor2u.net/business/reference/why-businesses-exist>

Business in Action terms 5 & 6

Keeping up to date with current news stories in a business context

Read articles, write a short summary paragraph explaining your understanding of the story in a business context, keep them in date order and be ready to feedback in class.

<https://www.tutor2u.net/business/blog>

<https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>

News websites

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

<https://www.theguardian.com/uk/business>

<https://news.sky.com/business>

Current news quizzes

<https://www.tutor2u.net/business/blog/the-biz-quiz-27-march-2020> - a weekly quiz for business students, found on 'the blog'. Use Classroom mode to allow you to answer all 10 questions before the answers are revealed.

The school weekly news quiz is a great resource for business students too

<https://moodle.rainhammark.com/course/view.php?id=582>

TV programmes

Watch programmes based around Business, make brief notes about the programme (6 – 10 bullet points) to increase/update your business language and understand businesses in the real world.

Some examples include:

<https://www.channel4.com/programmes/undercover-boss/on-demand/55730-001>

<https://www.channel4.com/programmes/dispatches>

	<p><a href="https://www.channel4.com/programmes/tricky-business">https://www.channel4.com/programmes/tricky-business</a>  <a href="https://www.bbc.co.uk/iplayer/episode/m000fjdz/panorama-amazon-what-they-know-about-us">https://www.bbc.co.uk/iplayer/episode/m000fjdz/panorama-amazon-what-they-know-about-us</a>  <a href="https://www.bbc.co.uk/iplayer/episode/m000h35g/dragons-den-series-17-episode-13">https://www.bbc.co.uk/iplayer/episode/m000h35g/dragons-den-series-17-episode-13</a>  <a href="https://www.bbc.co.uk/iplayer/episode/m000h514/panorama-lockdown-uk">https://www.bbc.co.uk/iplayer/episode/m000h514/panorama-lockdown-uk</a>  <a href="https://www.channel5.com/show/aldi-vs-lidl-supermarket-wars/">https://www.channel5.com/show/aldi-vs-lidl-supermarket-wars/</a>  <a href="https://www.channel5.com/show/inside-hotel-chocolat-at-easter/">https://www.channel5.com/show/inside-hotel-chocolat-at-easter/</a></p> <p><i>Podcasts</i></p> <p><a href="https://www.bbc.co.uk/search?scope=sounds&amp;filter=programmes&amp;q=50%20Things%20That%20Made%20the%20Modern%20Economy&amp;sgid=urn%3Abbc%3Aprogrammes%3Ab08k9pv0">https://www.bbc.co.uk/search?scope=sounds&amp;filter=programmes&amp;q=50%20Things%20That%20Made%20the%20Modern%20Economy&amp;sgid=urn%3Abbc%3Aprogrammes%3Ab08k9pv0</a>  <a href="https://www.bbc.co.uk/programmes/p06qtvzf">https://www.bbc.co.uk/programmes/p06qtvzf</a>  <a href="https://www.bbc.co.uk/programmes/b006sz6t/episodes/downloads">https://www.bbc.co.uk/programmes/b006sz6t/episodes/downloads</a>  <a href="https://www.bbc.co.uk/programmes/m000g3gt">https://www.bbc.co.uk/programmes/m000g3gt</a></p>	
--	--	--

<p>Understanding that businesses operate within the external environment</p>	<p>Using the links below to Tutor2U and work through the Key topic videos and the study notes listed.          Ensure you make notes as you go          The Structure of the notes should loosely follow 3.1.3 of the A Level specification to give order to your folder notes (see the 3.1 specification detail below)</p> <p><a href="https://www.tutor2u.net/business/collections/aqa-a-level-business-study-resources-what-is-business">https://www.tutor2u.net/business/collections/aqa-a-level-business-study-resources-what-is-business</a>  <a href="https://www.tutor2u.net/business/reference/what-is-pest-analysis">https://www.tutor2u.net/business/reference/what-is-pest-analysis</a>  <a href="https://www.tutor2u.net/business/reference/pestle-analysis-video">https://www.tutor2u.net/business/reference/pestle-analysis-video</a></p> <p><b>3.1.3 Understanding that businesses operate within an external environment</b></p> <table border="1" data-bbox="316 1480 802 1785"> <thead> <tr> <th data-bbox="316 1480 560 1536">Content</th> <th data-bbox="560 1480 802 1536">Additional information</th> </tr> </thead> <tbody> <tr> <td data-bbox="316 1536 560 1785">How the external environment can affect costs and demand</td> <td data-bbox="560 1536 802 1785">           Factors influencing costs and demand to include the effect of:           <ul style="list-style-type: none"> <li>• competition</li> <li>• market conditions</li> <li>• incomes</li> <li>• interest rates</li> <li>• demographic factors</li> <li>• environmental issues and fair trade.</li> </ul> </td> </tr> </tbody> </table> <p>i.e. Note structure:</p> <ol style="list-style-type: none"> <li>1. Define and explain market conditions.</li> <li>2. What are interest rates and how do they affect businesses?</li> </ol> <p><a href="https://www.tutor2u.net/business/reference/market-conditions">https://www.tutor2u.net/business/reference/market-conditions</a>  <a href="https://www.tutor2u.net/business/reference/interest-rates">https://www.tutor2u.net/business/reference/interest-rates</a></p>	Content	Additional information	How the external environment can affect costs and demand	Factors influencing costs and demand to include the effect of: <ul style="list-style-type: none"> <li>• competition</li> <li>• market conditions</li> <li>• incomes</li> <li>• interest rates</li> <li>• demographic factors</li> <li>• environmental issues and fair trade.</li> </ul>	
Content	Additional information					
How the external environment can affect costs and demand	Factors influencing costs and demand to include the effect of: <ul style="list-style-type: none"> <li>• competition</li> <li>• market conditions</li> <li>• incomes</li> <li>• interest rates</li> <li>• demographic factors</li> <li>• environmental issues and fair trade.</li> </ul>					

<p>Business Induction 2020</p>	<p><u>Business Profile: The Rise or Fall of A business</u></p> <p>Research a company of your choice and produce a power point presentation explaining the company and the causes of its success or decline and what you feel could have been done differently/how long the success is likely to continue.</p> <p><i><u>You should be prepared to feedback to your colleagues about your chosen business profile so be ready to present your investigation during the first week of lessons in <b>September</b></u></i></p> <p>Some examples are below however you may have your own ideas</p> <table data-bbox="300 651 1150 869"> <tr> <td>Successes</td> <td>Decline</td> </tr> <tr> <td>Amazon</td> <td>BHS</td> </tr> <tr> <td>Ryanair</td> <td>Principles</td> </tr> <tr> <td>Costa Coffee</td> <td>Thomas Cook</td> </tr> <tr> <td>Subway</td> <td>Debenhams</td> </tr> <tr> <td>Brew Dog</td> <td>Toys r Us</td> </tr> </table>	Successes	Decline	Amazon	BHS	Ryanair	Principles	Costa Coffee	Thomas Cook	Subway	Debenhams	Brew Dog	Toys r Us	
Successes	Decline													
Amazon	BHS													
Ryanair	Principles													
Costa Coffee	Thomas Cook													
Subway	Debenhams													
Brew Dog	Toys r Us													
<p>Challenge: Test Yourself</p>	<p>As you go through the work set you may like to test your newly gained knowledge.</p> <p>Tutor2U have a vast selection of multiple choice questions to help challenge your understanding and to deepen your knowledge of the topics.</p> <p>Here are a few examples:</p> <p><a href="https://www.tutor2u.net/business/reference/aqa-paper-1-section-a-practice-mcqs-what-is-business">https://www.tutor2u.net/business/reference/aqa-paper-1-section-a-practice-mcqs-what-is-business</a></p> <p><a href="https://www.tutor2u.net/business/reference/external-environment-introduction-quiz">https://www.tutor2u.net/business/reference/external-environment-introduction-quiz</a></p> <p><a href="https://www.tutor2u.net/business/reference/business-objectives">https://www.tutor2u.net/business/reference/business-objectives</a></p> <p><a href="https://www.tutor2u.net/business/reference/forms-of-business-revision-quiz">https://www.tutor2u.net/business/reference/forms-of-business-revision-quiz</a></p> <p><a href="https://www.tutor2u.net/business/reference/business-organisation-loose-change-activity">https://www.tutor2u.net/business/reference/business-organisation-loose-change-activity</a></p> <p><a href="https://www.tutor2u.net/business/reference/aqa-a-level-business-business-forms-key-word-chop-activity">https://www.tutor2u.net/business/reference/aqa-a-level-business-business-forms-key-word-chop-activity</a></p>													
<p>Further reading</p>	<p>Go in depth and read a book by an entrepreneur or about a specific business.</p> <p>Amazon often have some great bargains in the 'used' section</p> <p>Bold: How to Go Big, Create Wealth and Impact The World - Peter H. Diamandis And Steven Kotler</p> <p>Work Rules! Insights from Inside Google That Will Transform How You Live and Lead - Laszlo Bock</p>													

	<p>Elon Musk: Tesla, SpaceX, and the Quest for A Fantastic Future - Ashlee Vance</p> <p>Brick by Brick: How Lego Rewrote the Rules of Innovation And Conquered The Global Toy Industry – Bill Breen and David Robertson</p> <p>The Upstarts: How Uber, Airbnb and the Killer Companies of the New Silicon Valley Are Changing The World – Brad Stone</p> <p>The Everything Store: Jeff Bezos and the Age of Amazon - Brad Stone</p> <p>Shoe Dog: A Memoir by the Creator of Nike Kindle Edition - Phil Knight</p> <p>Delivering Happiness: A Path to Profits, Passion, and Purpose - Tony Hsieh</p> <p>Single-Minded: My Life in Business - Claude Littner</p> <p>The Rise and Fall (And Rise Again) Of Marks &amp; Spencer – Judi Bevan</p> <p>The Ryanair Story – Siobhan Creaton</p> <p>Body and Soul: The Body Shop Story – Anita Roddick</p> <p>Maverick – Ricardo Semler</p>	
<p>Additional options</p>	<p><b>Future Learn courses</b> – explore in-depth the areas of Business that interest you that you may not see on the A Level course (looks great on your CV!)</p> <p><a href="https://www.futurelearn.com/search?q=business">https://www.futurelearn.com/search?q=business</a></p> <p><a href="https://www.futurelearn.com/courses/understanding-modern-business-and-organisations">https://www.futurelearn.com/courses/understanding-modern-business-and-organisations</a> - a 6 weeks and free!)</p> <p>Link Business A Level with another subject you are studying</p> <p><a href="https://www.futurelearn.com/courses/big-data-and-the-environment">https://www.futurelearn.com/courses/big-data-and-the-environment</a> (ICT – 3 weeks and free!)</p> <p><a href="https://www.futurelearn.com/courses/social-enterprise-sustainable-business">https://www.futurelearn.com/courses/social-enterprise-sustainable-business</a> (Geography – 3 weeks and free!)</p> <p><a href="https://www.futurelearn.com/courses/bookkeeping-financial-accounting">https://www.futurelearn.com/courses/bookkeeping-financial-accounting</a> (Maths - 4 weeks and free!)</p> <p><a href="https://www.futurelearn.com/courses/the-secret-power-of-brands">https://www.futurelearn.com/courses/the-secret-power-of-brands</a></p> <p><a href="https://www.futurelearn.com/courses/consumer-behaviour-and-psychology">https://www.futurelearn.com/courses/consumer-behaviour-and-psychology</a> (Psychology – 6 weeks and free!)</p> <p><b>Edx</b> is another provider of MOOC's</p> <p><a href="https://www.edx.org/course">https://www.edx.org/course</a></p> <p><a href="https://www.edx.org/course/design-thinking-and-creativity-for-innovation">https://www.edx.org/course/design-thinking-and-creativity-for-innovation</a> (DT – 10 weeks and free!)</p> <p><a href="https://www.edx.org/course/behavioural-economics-in-action-3">https://www.edx.org/course/behavioural-economics-in-action-3</a> (Economics – 6 weeks and free!)</p> <p>What is NOT to like!</p>	