



# Year 11 into 12 A-Level Business Induction

JUNE 2023

# Requirements from you

- ▶ Take the course seriously
- ▶ Participate
- ▶ Cw/Hw to completed on time
- ▶ Keep communicating with staff
- ▶ Need to be passionate about studying the course
- ▶ Open to doing research/ bringing your own ideas
- ▶ We don't feed you answers !
- ▶ Not a course where you can miss loads and catch up -

# Course overview

- ▶ Entry requirement is 6 to study Business A-level
- ▶ Edexcel exam board
- ▶ 2 papers yr 13

## Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

## Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

## Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

## Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).

Questions....



# Transition Summer Project – Bring your work to your first A Level Business Lesson in September

- ▶ Research the chocolate market, as a whole, and find out:
- ▶ Who are the big multinational chocolate producers?
- ▶ Which countries do they have premises in?
- ▶ Which countries do they sell in? (they don't need to have premises in a country to sell in it!).
- ▶ Which of the big multinationals has the largest sales turnover in between 2020 and 2023
- ▶ Which was the most profitable?
- ▶ Which is the most ethical?
- ▶ Research the plastic tax and how this will affect the chocolate industry and, potentially, the consumer.

Now research one small UK-based (i.e. British-owned) chocolate company and find out:

- ▶ What they sell.
- ▶ What their target market(s) is/are.
- ▶ Where they sell (e.g. here and/or abroad?).
- ▶ How they sell (own shops, on-line, via other retailers etc)?
- ▶ How ethical they are (justify your response).
- ▶ What plans they have to expand the business
- ▶ (NB Hôtel Chocolat is a plc and **not** a small business!)

# Create a SWOT analysis of the chocolate market

- ▶ Find out what a SWOT analysis is and define it
- ▶ Identify 3-4 points for each section – think globally too
- ▶ Answer the following question:

**“There is no place for retail outlets such as Hotel Chocolat on the British Highstreet anymore.” Justify your answer (20marks)** Max one A4 side Use the answer template on next slide

- ▶ Use your research and SWOT analysis to support your answer
- ▶ The above is a typical A-level open evaluation question.



<p>AO1 Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues</p> <p>Give, what, outline, 2- 4 marks</p>	<p>KNOWLEDGE (A*-E)</p> <p>All questions require you to define the key term(s) in the question.</p> <p>Some require you to just do this and no more.</p>	<p>All answers should start with a complete textbook or business dictionary definition if the key term(s) in the question.</p> <p>E.g. A SWOT Analysis is the assessment of a product, division or organisation in terms of its strengths, weaknesses, opportunities and threats and is used as part of the decision-making process'.</p>
<p>AO2 Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues:</p> <p>'explain', 'calculate', 'why', 'which' 4 marks</p>	<p>APPLICATION (A*-E)</p> <p>Others require you to give examples from the case study or your own experience</p>	<p>Once you have defined the terms fully use phrases such as 'for example' and 'such as' to apply the key term(s) to the case study context.</p>
<p>AO3 Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences:</p> <p>'analyse', 'examine', 'consider' 10/12 marks</p>	<p>ANALYSIS ((A*-C)</p> <p>Some expect you to develop an argument</p>	<p>Well-applied key terms are the basis for good analysis. This is where you identify cause, effect and interrelationships, use business theory, show underlying causes or problems, use appropriate techniques to analyse data. Use 'therefore', 'because', 'in effect', 'on the other hand', 'in spite of this' to force you to analyse.</p>
<p>This is not a question type but a key feature of good analysis. It paves the way for evaluation too.</p>	<p>SYNTHESIS (A*-C)</p>	<p>As you build your argument bring the points/themes together in a logical order and summarise them. NB:This will give you access to the higher mark bands</p>
<p>AO4 Evaluate qualitative and quantitative evidence to make</p>	<p>EVALUATION (A*-B)</p> <p>Some require you to draw</p>	<p>Having analysed it thoroughly you now reach a conclusion by</p>

