



# TCOLC Sixth Form

Yr11 – 12 Transition Activities

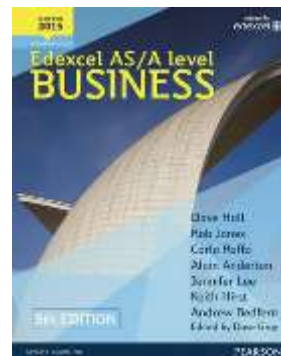
Subject: A-Level Business



THE CITY OF LEICESTER COLLEGE

## Contents:

- The basics and the expectations
- The companies you really should know
- The reading list for the summer
- The writing styles
- The project and final pieces!
- Extension work!



### i. The basics and expectations

*Let's start with a positive: Well done! You are looking to study beyond G.C.S.E and open doors, the purpose of all A Level courses is to open those doors a little wider! Hopefully will choose Business as you have an interest in a subject which affects your everyday lives. With that in mind, let's begin...*

**The basics:** Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take Brexit for example, do you view that as a positive or a negative?

There will be some key terms you should know from your GCSE course, however, if you are new to Business, these are some of the terms you should be familiar with. Spend some time to find them out and create a word document with them prepared. Don't just copy them from the internet. Where possible/applicable, can you put the definitions into your words.

Use: [www.tutor2u.com](http://www.tutor2u.com) to help

Easy Key Term	Challenging Terms
Revenue (define, formula)	Inflation
Profit (define, formula)	Interest rates
Variable costs (define, formula)	Porters Five Forces
Contribution per unit (formula)	Boston Matrix
Break even (define, formula)	Ansoff Matrix
LTD	Labour turnover (define, formula)
PLC	Capacity utilisation (define, formula)
Unlimited liability	ROCE (define, formula)
Limited liability	Current Ratio (define, formula)
Exchange rate	Trading Bloc
Profit margin	

That should have given you plenty to think about. These terms will be integral in your understanding of business.

## The expectations

Business is a subject that continues to change, it is a forward looking subject. It is a subject that requires writing in context. You cannot rely only on your text book. To be successful you will need to show:

1. *Awareness of business in the real world via media news sources*
2. *An ability to conduct independent research*
3. *Show logical chains of argument. Don't jump steps, link them in your answers*

## ii. The companies you really should know!

It is impossible to know what companies will be examined in your assessments. However, some of the big multinationals will provide you with enough evidence to cover all the aspects of business in your course. Become familiar with these companies, they will help you contextualise your answers.

1. *Your first challenge is to find out the 'ownership' types of these companies listed below*
2. *Your second challenge comes later on.....*



### iii. The reading list for the summer

One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done at the beach, in a café, your room, laying in a park, waiting at an airport-literally anywhere! The question is what to read....

#### APPS for Business



#### News websites for Business

1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: <https://www.independent.co.uk>
3. The FT: <https://www.ft.com>
4. Reuters: <https://www.reuters.com/>
5. <http://www.beebusinessbee.co.uk/index.php/business-topics>
6. [www.tutor2u.net](http://www.tutor2u.net)
7. <https://www.youtube.com/channel/UCIIJ4pk3uzyWoeoBkGs0hxQ>
8. [https://www.youtube.com/channel/UCE9uWsZ2C3NYzzKRio\\_mntw](https://www.youtube.com/channel/UCE9uWsZ2C3NYzzKRio_mntw)

#### Business Books

The book TCOLC recommends is: **Edexcel AS/A level Business 5th edition**

To supplement your reading these books will also be of interest! The bold ones are easier reads!

<b><i>Building Strong Brands</i></b>	Aaker, David	978-1849830409
<i>The Idea in You: How to Find It, Build It, and Change Your Life</i>	Amor, Martin	978-0241971390
<b><i>Screw It, Let's Do It: Lessons In Life</i></b>	Branson, Richard	978-0753510995
<i>The 7 Habits of Highly Effective People</i>	Covey, Stephen	978-0684858395
<i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i>	Earley, John	978-1119096191
<i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i>	Ferriss, Timothy	978-1785041273
<i>Think and Grow Rich</i>	Hill, Napoleon	978-1934451359
<b><i>Legacy: New Zealand All Blacks</i></b>	Kerr, James	978-1472103536
<i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>	Martinez, Antonio Garcia	978-1785034558
<b><i>The Everything Store: Jeff Bezos and the Age of Amazon</i></b>	Stone, Brad	978-0552167833

#### **iv. The writing styles**

The style of writing at A Level is a development of the writing style needed at GCSE. The main requirements across the exam boards are:

- 1) Knowledge (know your definitions)
- 2) Application (this is a big one for context of the case studies and extracts)
- 3) Analysis (show logical thinking and arguments. Consider why you raised the point)
- 4) Evaluation (bringing it all together, forming a judgement and answering the question)

Each exam board will provide you with a good understanding of what is needed for each. You can find these in the specifications, also look at example answers and mark schemes to see what is needed!

#### **Writing styles**

We have our own adapted writing style which we use to answer different exam questions. This is what we use for 10-12 mark questions. For 20 markers there is an addition of MOPS. You can find more information on MOPS using this link. <https://sites.google.com/site/edexcelbusinessstudies/home/business-studies---unit-4/-50-how-to-insert-mops-in-decision-report>

#### **Definition of Key Term**

(Knowledge)

#### **Your first point**

State your point:

(Knowledge)

Explain what that means in the context of **this business/industry/case study** :

(Application)

➡ Therefore...

(Analysis)

➡ Consequently...

Write an evaluative sentence, starting with the word “However...”

(Evaluation)

*(Every line should be about **this business/industry/case study** specifically, and use other relevant examples if appropriate)*

#### **Your second point**

State your point:

(Knowledge)

Explain what that means in the context of **this business/industry/case study** :

(Application)

➡ Therefore...

(Analysis)

➡ Consequently...

Write an evaluative sentence, starting with the word “However...”

(Evaluation)

*(Every line should be about **this business/industry/case study** specifically, and use other relevant examples if appropriate)*

### **Higher level Evaluation (DIS)**

(Evaluation)

Decide – Answer the question (**D**)

In reality it depends on ..... (**I**)

In the short term..... but in the long term .... (**S**)

*(The DIS paragraph needs to be **fully applied** in the same way as the other 3 paragraphs to achieve full marks)*

### **Writing style examples**

The following is a made-up question and two short example answers. See if you can tell where balance and context are applied.

#### **What is context?**

Use the following video to help you understand how to identify and use context.

<https://www.tutor2u.net/business/reference/how-to-answer-short-context-questions-for-aqa-a-level-business>

For example – If the question is based on supermarkets, context could be:

- Tesco, Asda, Lidl, Aldi, Waitrose (**which is the odd one out and why?**)
- Disposable income
- Household items
- Fruit and veg

#### **What is balance?**

When you make a point and explain, the balance comes from saying however. If a decision is made, you can explain the good outcomes from that decision, but you also need to say what the possible negative outcomes could be too.

A basic example of balance – If Toyota decide to cut production costs by using cheaper parts in their cars, for example using cheaper fabric for the car seats, their profit margin may increase, resulting in higher profit if they continue to charge the same price. **However by using cheaper parts, it may result in poorer quality, which may lead**

to customers being dissatisfied with the cars as Toyota is known for its good quality and reliability and as a result they may lose customers, which will lead to a decrease in revenue.

*Q. Boeing manufacture some of the world's largest passenger airplanes. Management are currently looking to reduce costs by purchasing cheaper engines and materials to manufacture the planes. Assess the impact of this strategy on Boeing.*

**Example one**

*If they decide to buy cheaper things for making their products this will mean the company is spending less and their costs will be lower. This will be a good thing as their profits will increase which will make shareholders happy.*

**Example two**

*If Boeing decide to purchase cheaper engines and materials for their planes, this will result in a lowering of their manufacturing costs which may make them more attractive than main rivals Airbus. This could result in more orders from British Airways or Virgin Atlantic. However, using cheaper engines and parts could have disastrous effects for Boeing. If an accident occurred and it was the fault of Boeing and cheaper parts/manufacturing, then Boeings brand image would be significantly damaged resulting in long term consequences for the firm.*

*Where did you see context and balance?*

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# The Project

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- 1) Complete the key terms list
- 2) Choose 3 companies from the list provided on page 3. Create a fact file on each of the companies. The fact file should not be longer than two pages of A4 or 10 slides. You can do a mix of both.
  - a. Who they are and what they do
  - b. Key financial information on them
  - c. Their ownership type
  - d. Recent news articles on the company over the past 12 – 18 months
  - e. Their plans for the future (pick out two elements from their annual report)
  - f. Their two major competitors and why
- 3) Download the three recommended apps. If you don't have a twitter account, then get one! On twitter you can follow tcolc\_econbus
- 4) Download the exam board specification. They can be found on the Edexcel website.
- 5) Look through the exam board specification, it can be a real help in understanding your forthcoming course. Complete the following task linked to the specification:
  - a) Create a powerpoint/word document that summaries each of the 4 A-Level Business themes:

Try and make them revision notes that will help you understand each topic.

Enjoy and most of all embrace Business as a diverse topic that isn't always about making the most revenue and profit (although that is a pretty good answer for most of the questions...)

## **Exam Board**

Edexcel: <http://edexcelbusiness.weebly.com/>

## **BUSINESS EXTENSION WORK**

Pick one of the activities below and answer the questions that follow:





a) Watch the following TED talk called: How to build a business that lasts 100 years.

[https://www.ted.com/talks/martin\\_reeves\\_how\\_to\\_build\\_a\\_business\\_that\\_last\\_100\\_years?language=en#t-509086](https://www.ted.com/talks/martin_reeves_how_to_build_a_business_that_last_100_years?language=en#t-509086)

- What are the key themes of the TED talk?
- Write a review of the TED talk using word or powerpoint. What did you like? Dislike? What else could he have spoken about in terms of how to build a business that lasts a hundred years? Why do you think this?



b) Watch this talk from a successful start-up founder, where he explains the surprising result of his research.

[The single biggest reason why start-ups succeed](#)

- What are the key themes of the TED talk?
- Write a review of the TED talk using word or powerpoint. What did you like? Dislike? What else could he have spoken about in terms of the key reasons why start-ups succeed? Why do you think this?

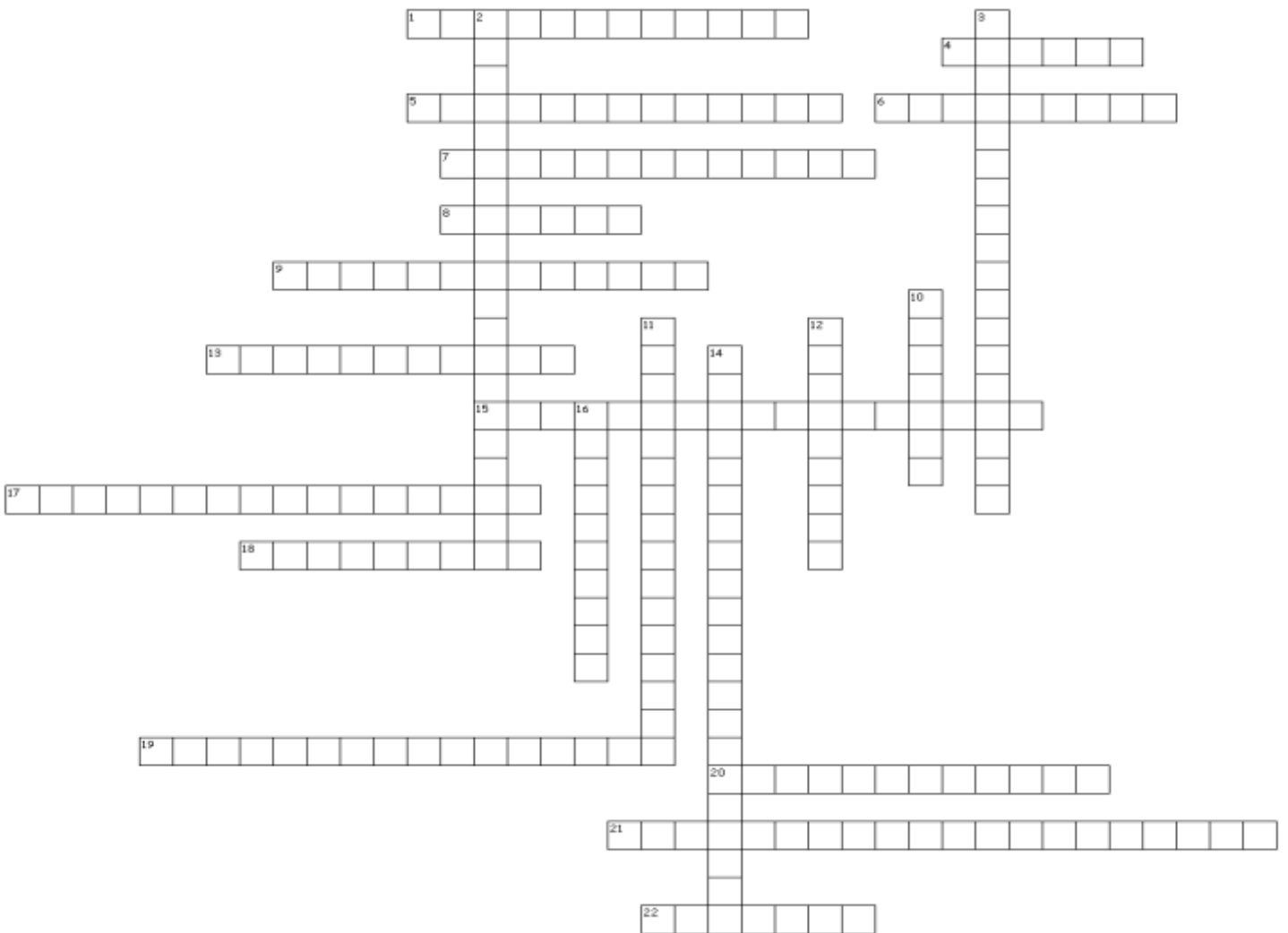


c) Listen to this radio programme about how the marketing industry uses our sense of guilt to influence what we buy.

[Marketing: The Power of Shame](#)

- What key themes/issues are mentioned in the radio programme?
- Write a review of the radio programme that using word or powerpoint. What did you like? Dislike?
- Overall, how important is the marketing function to a business? Why do you think this?

**Business Crossword (use the internet to research the answers)**



**Across**

1. The sequence of activities in a project that must be completed on time to prevent any delay in the overall completion
4. The amount of a product consumers are willing to buy
5. Organisations formed by people with a common interest to put pressure on the way businesses behave
6. A cost that doesn't vary with output
7. A planning model to help a business decide its strategic direction in terms of its product portfolio and target market
8. The set of moral values held by an organisation
9. Using previous patterns of numerical data in order to predict future values
13. The sum of inflows - outflows
15. Information that has already been collected
17. Acting like an entrepreneur within a large organisation
18. The anticipating and satisfying of customer wants in a way that is profitable

19. The advantages an organisation gains due to an increase in size
20. The cutting back of an organisation's scale of operation
21. Routes through which a product passes in moving from manufacturer to consumer
22. The whole is greater than the sum of its parts

**Down**

2. The growing tendency for companies to operate across national boundaries
3. A strategy in which low prices are set to break into a market
10. Large pools of information that can be captured, stored and analysed
11. The stages that a product passes through in its lifetime
12. A Business arrangement where one company gives another permission to manufacturer its goods or use its brand
14. The coming together of firms operating at the same stage of production and in the same market
16. Where companies outsource work overseas