



Ormiston Victory Academy

Edexcel A Level Business

Sixth Form Student Handbook

Introduction to Business

Business is a practical subject where students can apply the academic principles learned in the classroom to real-world cases. It's a wide ranging subject that combines analysis and interpretation skills with acquired knowledge to investigate how business operates on a global scale.

In order to be successful in these course students will need to be organised, motivated and interested in the Business world. They will need to work independently outside of lessons in order to ensure homework is completed to the highest standard. They will also need to be reflective and proactive, ensuring they self-assess understanding of theory topics and ask for support when required.

The Business Department will provide:

- ✓ Teachers with relevant and extensive subject knowledge.
- ✓ Course and assessment details.
- ✓ Extensive advice and support - including additional individual support when necessary.
- ✓ Relevant resources including theory PowerPoint's and examples.
- ✓ Past Papers and Mark Schemes - Saved on the Student Shared Area and Google classroom.

What to expect from the course:

The A Level Business course will test your skills and knowledge of the business world. It will provide you with the opportunity to show your skill level and what you can do through analysis and application of knowledge in a wide variety of cases. It will also give you the opportunity to show your knowledge of the theory of Business concepts and how they work in the real world.

Homework

Five hours of homework will be set each week. Homework will consist of practical tasks, research tasks, exam questions. If homework isn't completed, catch up sessions will be arranged in free periods or after school.

Reading List

Books:	
Edexcel AS/A level Business 5th edition Student Book and ActiveBook	https://www.amazon.co.uk/Edexcel-level-Business-Student-ActiveBook/dp/1447983548
Edexcel Complete Revision & Practice with Online Edition (CGP A-Level Business)	https://www.cgpbooks.co.uk/secondary-books/as-and-a-level/business/buer71-new-as-and-a-level-business-edexcel-comp

Websites:
https://www.accountingcoach.com/
https://businessteacher.org.uk/
Wider Reading:
Business Magazine
BBC Business

Student Expectations

Students are expected to:

- ✓ Have 100% attendance. Let your teacher know if you are not going to be in a lesson for any reason via e-mail.
- ✓ Arrive promptly to lessons.
- ✓ Show positive behaviour.
- ✓ Complete coursework tasks, ensuring they meet the deadlines.
- ✓ Complete homework tasks, ensuring they meet the deadlines - 5 hours of theory or practical work a week.
- ✓ Proof read their work to check spelling and grammar.
- ✓ Ensure the presentation of all their work is suitable.
- ✓ Carry out independent study, especially with the theory units.
- ✓ Participate in group work tasks.
- ✓ Show responsibility by seeking additional help and support when necessary.
- ✓ Ensure all the relevant equipment is brought to all lessons, including memory sticks.
- ✓ Enjoy the course!

Work and folders that need to be produced:

- ✓ Theory notes that they can revise from. You will be expected to make your own notes in theory lessons. You will be provided with PowerPoint notes, but it helps with revision if you have your own notes too.

Independent Study:

It is not possible to achieve the highest grades possible, unless you complete work outside of the timetabled lessons. You have five timetabled lessons a week and you also need to spend five hours outside lessons revising for external units or completing coursework for internal units.

In order to revise, you could make revision cards, rewrite notes from lessons or create mind maps. While doing this, you must ensure you identify the gaps in your knowledge. Once the gaps are identified, you need to address them. This could be using notes, revision guides or asking your teacher for support.

When completing the coursework aspect of the course, ensure you refer to the assessment criteria. Always complete all tasks to the best of your ability. Remember to stick to the deadlines, so you could fail the course.

Failure to meet the expectations may result in you being removed from the course.

Causes for Concern

All causes for concern will be tracked by the department. This will provide evidence of interventions. Students will be classified a cause for concern under the following headings:

- Behaviour - A student's behaviour has meant they have impacted upon their or other students learning. Homework – a student has not submitted a piece of coursework.
- Attendance - A student's lack of attendance is having a direct effect upon their performance.
- Equipment - A student has attended class without their required notes, memory stick or other equipment.

Qualification

Edexcel A level in Business (2015)

Specification

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

Teachers Details

Mr D Ballentine d.ballentine@ormistonvicoryacademy.co.uk

Edexcel A Level Business

The A level Course. Themes 1 and 2 are covered in the first year of the A level. Themes 3 and 4 are covered in the second year of the A level course.

Theme 1 – Marketing and People – Year 12

This theme enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.

Topic
Introduction – what is a market?
1.1.1 The market: Mass markets and niche markets; Dynamic markets
1.1.2 Market research: Product and market orientation; Methods of market research; Uses and limitations of these methods; Market segmentation from market research results
1.1.3 Market positioning: How businesses use market research information
1.2.1 Demand: Introduction to the demand curve; Discuss movement along and of the demand curve, and factors influencing this
1.2.2 Supply: Introduction to the supply curve; Discuss movement along and of the supply curve, and factors influencing this
1.2.3 Markets: Combine work in demand and supply to illustrate price determination in a market
1.2.4 Price elasticity of demand (PED): Calculation of PED; Interpretation of PED and its importance to businesses
1.2.5 Income elasticity of demand (YED): Calculation of YED; Comparison contrast to PED; Interpretation of YED and its importance to businesses
1.3.1 Product/service design: Design mix and how this might change
1.3.2 Branding and promotion: Types of branding; Building a brand and changes in branding; Generic versus branded products
1.3.2 Branding and promotion: Types of promotion
1.3.3 Pricing strategies: Different strategies; Changes in, and factors determining, these strategies
1.3.4 Distribution: Methods; Changes in channels used
1.3.5 Marketing strategy: The product life cycle and extension strategies; Boston Matrix; Consumer behaviour; How the marketing mix changes in response
1.4.1 Approaches to staffing: Individual and collective methods and approaches
1.4.2 Recruitment, selection and training: Methods; Costs and benefits
1.4.3 Organisation design: Key features and terminology; Strengths and weaknesses of different models
1.4.4 Motivation in theory and practice: Importance of motivation; Motivation theories; Financial and non-financial incentives
1.4.5 Leadership: Management and leadership; Types/methods; Links between leadership and motivation
1.5.1 Role of an entrepreneur: What entrepreneurs do; Problems and barriers they face
1.5.2 Entrepreneurial motives and characteristics: Characteristics and skills; Motivations for becoming an entrepreneur
1.5.6 Moving from entrepreneur to leader: Challenges
1.5.3 Business objectives: Outline and examples of objectives
1.5.4 Forms of business: Legal organisation and features; The factors that lead to these forms
1.5.5 Business choices: Opportunity costs, choices and trade offs

Theme 2 – Managing business activities – Year 12

This theme enables pupils to develop an understanding of raising and managing finance, and measuring business performance. The theme outlines the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Pupils also consider the external influences that have an impact on businesses, including economic and legal factors.

Topic
2.1.1 Internal finance
2.1.2 External finance: Sources and methods of finance; The distinction between the two
2.1.3 Liability: Legal implications; Finance implications
2.1.4 Planning: Business planning; Cash flow forecasts (as stand-alone and part of the business plan); Use and limitations of cash flow forecasts
2.2.1 Sales forecasting: Sales forecasting purpose and factors influencing sales forecasts; Difficulties with forecasting
2.2.2 Sales, revenue and costs: Calculation of sales revenue and volume, and link to sales forecasting data Calculation of fixed and variable costs
2.2.3 Break-even: Numerical calculation; Graphical presentation and interpretation; Uses and limitations of break-even analysis
2.2.4 Budgets: Purpose and types of budgets; Variance analysis; Difficulties of budgeting
2.3.1 Profit: Distinction between profit and cash ; Calculation (and link to break-even); Statement of comprehensive income (profit and loss account) – introduction and key features
2.3.2 Liquidity: Statement of financial position (balance sheet) – introduction and key features; Working capital (link to cash)
2.3.3 Business failure: Financial: link to cash, profit and liquidity; Non-financial: link to the market and people
2.4.1 Production, productivity and efficiency: Methods of production; Productivity and efficiency
2.4.2 Capacity utilisation: Calculation, implications and ways of improving capacity utilisation
2.4.3 Stock control: Diagrams and key features; Different methods and advantages gained from each
2.4.4 Quality management: Methods, costs and benefits; Links between stock control and quality management
2.5.1 Economic influences: Macroeconomic variables: inflation, exchange rates; Economic policy: interest rates, taxation and government spending
2.5.2 Legislation: Different areas of businesses affected by legislation

Theme 3 – Investigating business in a competitive environment - Year 13

This theme moves from functions to strategy, enabling pupils to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. Students analyse corporate objectives and strategy against financial and non-financial performance measures and how businesses grow, and develop an understanding of the impact of external influences. The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty.

Topic
3.1.1 Corporate objectives: Development and levels; Critical appraisal of these and their presentation
3.4.1 Corporate influences: The timescales on which businesses work; Influences on decision-making
3.4.4 Business ethics: Trade-offs between profit and ethics and how this relates to objectives
3.4.3 Shareholders versus stakeholders: Examples of stakeholders and their objectives; Influences on business objectives; Conflicts between stakeholders and stakeholders and the business
3.4.2 Corporate culture: How culture is formed in relation to objectives, ethics, etc.; Categorising culture and assessing its strength
3.1.2 Theories of corporate strategy: Ansoff, Porter, Boston Matrix; Strategic and tactical decisions
3.1.3 SWOT analysis
3.1.4 Impact of external influences: PESTLE analysis
3.2.1 Growth How and why businesses grow; Problems of growth
3.2.2 Mergers and takeovers Reasons; Different categories/directions
3.2.3 Organic growth Compare and contrast with mergers and takeovers, and reasons for staying small;
3.2.4 Reasons for staying small Links to new, highly competitive markets; Avoidance of diseconomies of scale
3.3.1 Quantitative sales forecasting Times series analysis calculations; Uses and limitations of quantitative sales forecasting
3.3.2 Investment appraisal Methods, calculation and interpretation; Uses and limitations
3.3.3 Decision trees Construction and interpretation; Uses and limitations
3.3.4 Critical Path Analysis Completion and interpretation; Uses and limitations
3.5.1 Interpretation of financial statements Statement of comprehensive income (profit and loss account) and statement of financial position (balance sheet); Stakeholder interest
3.5.2 Ratio analysis Calculation and interpretation; Uses and limitations
3.5.3 Human resources Quantitative measures of HR performance
3.6.1 Causes and effects of change
3.6.2 Key factors in change Link to topics covered within this theme
3.6.3 Scenario planning Planning to reduce risk

Theme 4 – Global business

Pupils investigate businesses that trade on a global scale and explore their reasons for doing so. Pupils develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.

Topic
4.1.1 Growing economies Measurements of different economies and economic performance; Business opportunities
4.1.2 International trade and business growth Specialisation of economies and business; Business growth via trade
4.1.3 Factors contributing to increased globalisation External factors (link to PESTLE)
4.1.4 Protectionism Threats posed to economies and businesses and reactions to these
4.1.5 Trading blocs As a reaction to protectionism between countries; Opportunities and threats to businesses
4.2.1 Conditions that prompt trade Push and pull factors for businesses
4.2.2 Assessment of a country as a market
4.2.3 Assessment of a country as a production location Contrast the two, and compare and contrast factors
4.2.4 Reasons for global mergers or joint ventures
4.2.5 Global competitiveness How this is achieved and can be enhanced through working with other businesses
4.3.1 Marketing On a global scale; Strategic choices for different markets
4.3.3 Cultural and social issues Influences on marketing strategy
4.3.4 Niche markets Features and how these interact with cultural and social issues
4.4.1 The impact of MNCs Local impacts versus national impacts
4.4.2 Ethics Ethical discussions raised by the activities of MNCs
4.4.3 Controlling MNCs Possibilities and practicalities
Revision of Themes 1, 2, 3 and 4
Exam preparation

A Level Assessment Information

The A Level in Business is a linear qualification with 100% terminal external assessment comprising of three two hour exams on the following basis

GCE Business assessment:

Paper 1: Marketing, people and global businesses – Based on themes 1 and 4	35%
Paper 2: Business activities, decisions and strategy – Based on themes 2 and 3	35%
Paper 3: Investigating business in a competitive environment – Based on all 4 themes plus a research theme to be identified by Edexcel during year 13	30%