



# GET READY TO STUDY A LEVEL BUSINESS

We look forward to welcoming you to A-Level Business.

If you are planning to study A Level Business with us in September, please review this document and complete the required activities. Please bring the completed activities with you to induction.

(Remember to write your name on every piece of paper!)

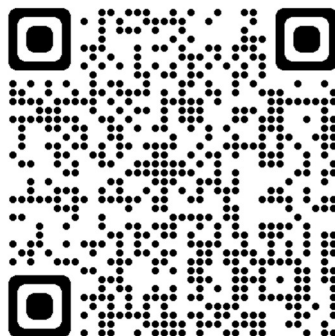
## FAQ

### **What specification will I study?**

You will be studying the AQA Business specification.

To find out more about the course, please see the course specification on the AQA website here:

<https://filestore.aqa.org.uk/resources/business/specifications/AQA-7131-7132-SP-2023.PDF>



### **How many lessons will I have a week?**

You'll have four lessons per week, each lesson is 1 hour and 5 minutes in duration.

### **Who can I contact if I have a question about this subject?**

Gemma Mahoney, A level Business, [g.mahoney@barnsley.ac.uk](mailto:g.mahoney@barnsley.ac.uk)

### **What subjects go well with Business?**

Maths, Law, Sociology, English, History, Geography, Politics, Sociology, Economics (some universities may not like this combination though – please check first).

### **What grades should I have?**

In addition to the general sixth form entry requirements, learners must have grade 5 or above in GCSE Maths and GCSE English.

## **WHAT WILL I STUDY?**

### **In Year 1, you will study the following topics:**

What is Business?

Decision making

Marketing

Operations

Finance

Human Resources

### **In Year 2, you will study the following topics:**

Strategic positioning

Choosing a strategy

How to pursue strategies

Managing strategic change

# WHAT WILL I NEED?

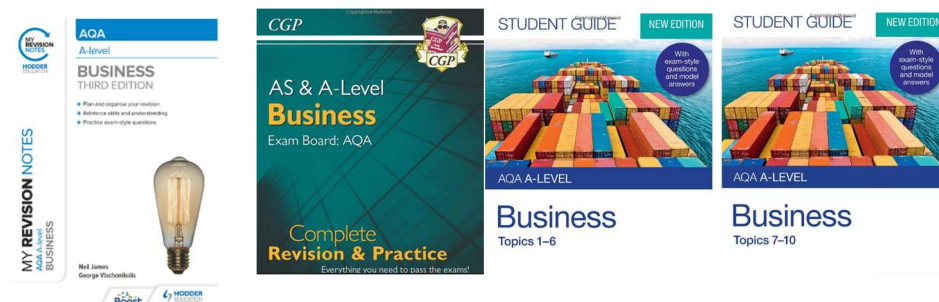
To study the course you will need the following equipment:

- A calculator
- A folder with dividers
- Lined paper
- Pens and pencils
- Highlighters
- A ruler

Students also find it useful to have:

- Blank flashcards
- A whiteboard and whiteboard pens

We recommend all students buy a revision guide and these can be purchased from Amazon, WH Smiths or all good independent bookshops. Most students prefer either the CGP or “My Revision Notes” ones. Financial support may be available for those – please speak to Student Services.



# FIND OUT MORE

These activities are to help broaden your understanding of the subject in preparation for studying this subject at an advanced level.

Careers	<a href="#">Business, consulting and management   Prospects.ac.uk</a>
Social Media	<a href="#">tutor2u Business (@tutor2ubusiness) • Instagram photos and videos</a> <a href="#">A-LEVEL BUSINESS REVISION (@takingthebiz) • Instagram photos and videos</a>
YouTube	<a href="#">tutor2u - YouTube</a> <a href="#">Bizconsesh - YouTube</a>
Further Reading / Useful websites	<a href="#">A Level Business Studies Revision   S-cool, the revision website</a> <a href="#">Business Studies (A-Level Revision)   Revision World</a> <a href="#">tutor2u   Support resources for Business students and teachers</a> <a href="#">Business - BBC News</a> There are some really interesting and relevant programmes on TV related to Business. Watching these really helps to give insights into the real world of business and to apply business theory learned in the classroom. They may be available on iPlayer or YouTube. They include:  Inside the Factory What Britain Buys and Sells in a Day Dragons' Den

It is important that all the required activities are completed in preparation for starting your course. Please bring these completed activities with you at induction.

Choosing your A Levels can be a challenge for some learners therefore if you are undecided around which subjects you are planning to study completing these activities will give yourself greater insight into the course to help ensure you have made the right choice.

# INDUCTION TASK

Name:

Q1	<p>Balti Towers is an Indian takeaway that also offer a delivery service. Last year, the business delivered 1,400 curries. This year, the owner estimates that they will deliver 1,512 curries.</p> <p>Calculate the estimated percentage increase curry deliveries.</p>
<p><i>Your workings:</i></p>	

Q2	<p>Floral and Hardy is a florist located in County Durham that sells £5 bouquets of flowers. The total cost of running the business last year was £75,000.</p> <p>Calculate how many bouquets the business needed to sell last year to cover the total costs.</p>
<p><i>Your workings:</i></p>	

Q3	<p>School of Choc is a confectionary manufacturer located in County Durham. The business employs 120 staff. The ratio of male to female staff is 2:3.</p> <p>Calculate how many female staff School of Choc employs.</p>
<p><i>Your workings:</i></p>	

Q4 Jimmy Chews is a sweet shop located in Wetherby. This year, the owner estimates that the business, which also sells soft drinks, will sell 3,360 cans of coca cola, 5% more than last year.

Calculate how many cans of coca cola Jimmy Chews sold last year.

*Your workings:*

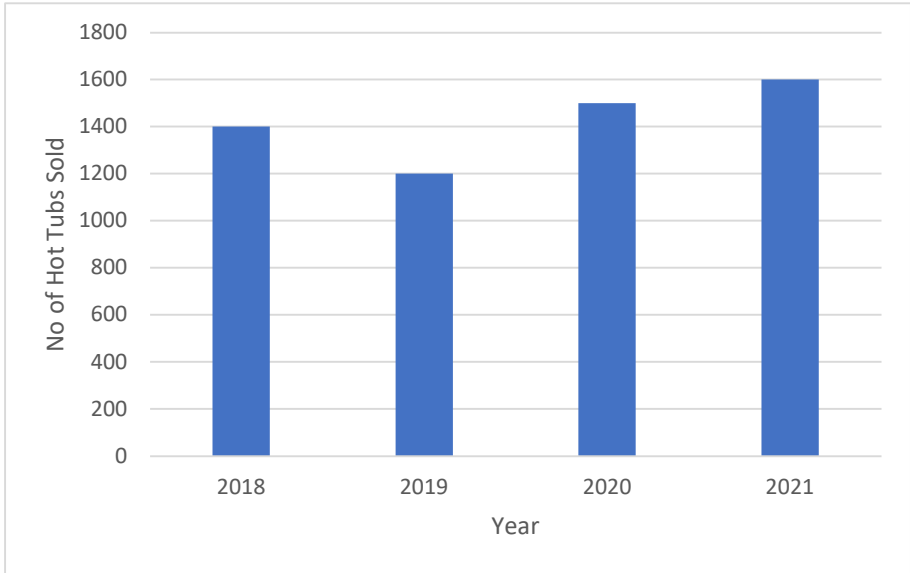
Q5 Bubblicious is a hot tub manufacturer located in Chester. Their hot tubs retail for £4,500. The manufacturing cost per hot tub is  $\frac{2}{5}$  of the selling price.

Calculate the cost of manufacturing one hot tub.

*Your workings:*

Q6 The chart below shows the number of hot tubs Bubblicious sold between 2018 and 2021. The owner estimates that in 2022, hot tub sales will be 5% lower than in 2021.

Calculate the average annual sales of hot tubs between 2018 and 2022.



*Your workings:*

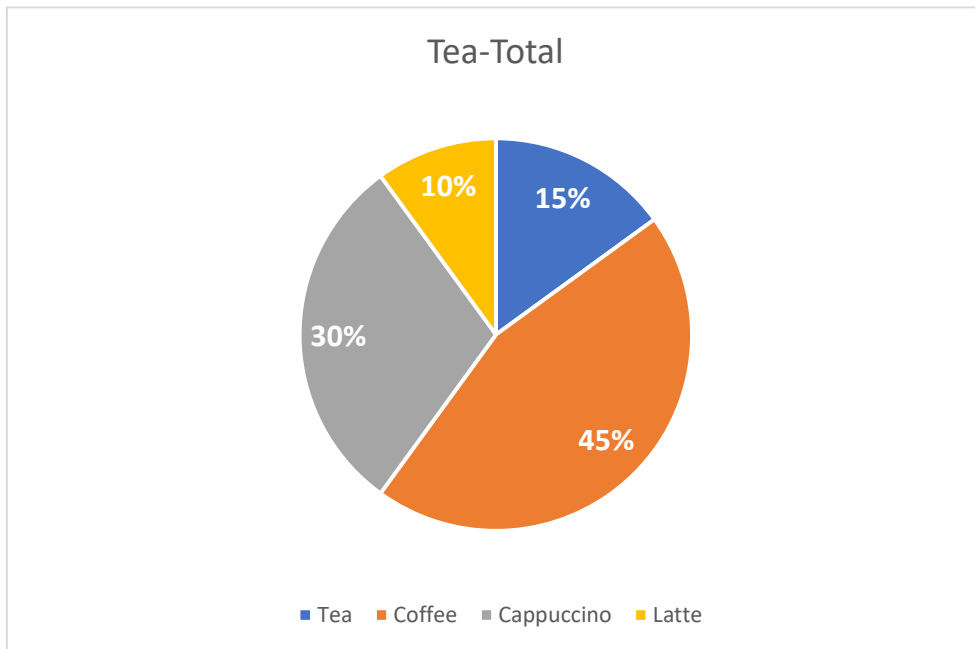
Q7	<p>Melchester Rovers Football Club can seat 42,000 spectators. Last week, when they played Harrogate Town, there were 36,960 spectators.</p> <p>Calculate the percentage of empty seats.</p>
<p><b>Your workings:</b></p>	

Q8	<p>Cast Your Mind Back is a manufacturer of fishing equipment located in Sunderland. The unit cost of manufacturing their fishing rods is £25. Cast Your Mind Back sells its fishing rods to retailers for 45% more than the unit cost.</p> <p>Calculate the selling price of a fishing rod.</p>
<p><b>Your workings:</b></p>	

Q9	<p>A family of four, on holiday in the UK from Spain, visited the 'Whale of a Time' sea life centre in London. The total entrance cost for the family was £90.</p> <p>Assuming an exchange rate of £1: €1.08, calculate the total entrance cost in Euros.</p>
<p><b>Your workings:</b></p>	

Q10	<p>Loft in Space, a manufacturer of loft insulation, took 80 of its employees on a two-day team building trip to an outdoor activity centre in the Lake District. The total cost of the trip was £9,600. The accommodation cost per employee was <math>\frac{3}{5}</math> of the total cost per employee.</p> <p>Calculate the accommodation cost per employee.</p>
<p><b>Your workings:</b></p>	

Q11 Tea-Total is a café in Cumbria. Below is a pie chart showing the percentage of drinks purchased for a group of 200 customers.



- (A) Calculate how many customers purchased a coffee
- (B) Calculate how many customers did not purchase a tea
- (C) Calculate the fraction of customers that purchased a Latte

**Your workings:**

Q12 Graham Riley is an employee of Father Treads, a business that specialises in car tyres. Graham attends a meeting at Head Office, travelling 60 kilometres each way. Graham is entitled to claim travel expenses at 45p per mile.

Based on the assumption that 10 kilometres is equivalent to 6 miles (approximately), calculate how much Graham is entitled to claim.

**Your workings:**



Q13	<p>Car-tastrophe is a car showroom based in Stanhope. The business consists of one manager and 3 salesman, Jim, Jon and Joseph. Each month, a sum of money is paid as a bonus and is divided in the ratio of the number of cars each salesman has sold. Jim sold 7 cars, Jon sold 8 cars and Joseph sold 9 cars. Joseph received £1,125</p> <p>Calculate how much money Jim and Jon received.</p>
<p><i>Your workings:</i></p>	

Q14	<p>Barber Streisand is a hair dressing salon located in Sunderland. The owner Barbara, recently introduced a new system of rewarding her staff. At the end of the week, Barbara puts the following in a bag:</p> <p>5 x £10 notes 4 x £20 notes 3 x £50 notes</p> <p>At the end of the week, the hairdresser who has provided the best service can select a note from the bag as a reward.</p> <p>Calculate the probability of not selecting a £10 note.</p>
<p><i>Your workings:</i></p>	

Q15	<p>Frame, Set and Match is a picture framing business with several shops across the North East of England. The business has a total of 90 employees, of which 54 are female.</p> <p>Calculate, in the lowest possible terms, what fraction of the total employees are male.</p>
<p><i>Your workings:</i></p>	

<p><i>Remember – always show your workings!</i> <i>For longer questions, ensure you PEEL – make your Point, give some Evidence, Explain what that means and Link it back to the question</i></p>	
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Read the information about Beat Music comes on stream above then answer the following questions:

### **Beat Music comes on stream**

Beat Music entered the US market for music streaming services in January 2014. It had ambitious marketing objectives to build consumer awareness and encourage customers to try its products. It offers its customers the ability to listen to a specific track on demand. Beat Music is financed by its wealthy parent company, Beat Electronics. Beat Electronics spends heavily on marketing and has financed the same strategy with Beat Music.

Other elements of Beat Music's strategy entail targeting older generations with higher incomes and collaborating with other businesses. Within a month of its launch, Beat Music announced it was to enter the Australian market in a joint venture with a business which owns cinemas, theatres and nightclubs.

Beat Music operates in a growing and competitive market with large rivals such as Apple. Spotify is an established global competitor with a strong and distinctive brand image that is regarded as 'cool' by the younger customers in its niche market. It relies on 'word of mouth' promotion rather than spending heavily on marketing. Its business model includes offering some free streaming services.

Demand for music streaming services rose by 32% in 2013 to more than 118 billion streams, as global CD sales fell by 8%. Streaming services were responsible for most of the growth in the recorded music market in 2014.

Analyse the importance of branding to Spotify (9 marks)

- *2x points in context explaining why branding matters to Spotify*
1. Analyse the reasons why Beat Music may have decided to enter international markets so soon after its launch in the US (9 marks)
    - *2x points in context explaining why Beat Music went global quickly*
  2. To what extent should the threat posed by major rivals be the most important factor in determining a business's strategy? Justify your view (16 marks)
    - *Balanced argument needed – one paragraph explaining why the threat of rivals is the most important factor to a firm when deciding on their strategy, with examples (from this case study or from your own research if not)*
    - *One paragraph needed to explain why the threat of rivals is not the most important factor to a firm when deciding their strategy*
    - *Judgement needed – is the threat of other competitors the most important thing for firms to consider? Why/why not?*

## Case Study Research Task

### Company Fact File

Name	Task
1. Select a company	Pick a plc to research (choose a company with plc after its name like Next plc, Tesco plc, Barclays plc, Diageo plc, Whitbread plc, Centrica plc)
2. Research some key facts	How large is the company in question? How many countries do they operate in? What do they make/do/sell? How long have they been operating? Where is their UK headquarters? Type in “annual accounts for 2022 for your chosen plc” – there should be a PDF or webpage to explore on their official corporate website. There is usually a breakdown of their profits/losses in the Income Statement, and a statement from the CEO or chairman about the firm’s performance.
3. Evidence of success	What evidence is there from the annual report that the firm has been successful? Eg profits, market share growth, sales revenue etc.
4. Evidence of any struggles	What evidence is there from the annual report that the firm has been struggling? Eg losses, redundancies, restructuring, closure of any sites etc.
5. Conclusion	How is your firm doing? If you were performing a business health check on the company, what strengths would you identify, and what weaknesses or areas for improvement can you identify? How much has the company been affected by external factors in the economy? What does the future hold for the company in your opinion?