



Business

Engage

Endeavour

Excel



Course Outline

You will sit 3 2-hour exams at the end of the course. The topics covered are:

1. What is business?
2. Managers, leaders and decision making
3. Marketing
4. Operations
5. Finance
6. Human Resources (HR)
7. Strategic position
8. Strategic direction
9. Strategic methods and strategies
10. Managing strategic change

Assessments

Paper 1: Business 1	+	Paper 2: Business 2	+	Paper 3: Business 3
What's assessed All content above		What's assessed All content above		What's assessed All content above
Assessed <ul style="list-style-type: none"> ■ written exam: 2 hours ■ 100 marks in total ■ 33.3% of A-level 		Assessed <ul style="list-style-type: none"> ■ written exam: 2 hours ■ 100 marks in total ■ 33.3% of A-level 		Assessed <ul style="list-style-type: none"> ■ written exam: 2 hours ■ 100 marks in total ■ 33.3% of A-level
Questions Three compulsory sections: <ul style="list-style-type: none"> ■ Section A has 15 multiple choice questions (MCQs) worth 15 marks. ■ Section B has short answer questions worth 35 marks. ■ Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each. 		Questions Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		Questions One compulsory case study followed by approximately six questions.

Useful Resources

- www.tutor2u.net – an excellent website which has a section dedicated to business. Full of up to date blog posts, resources and definitions – you will also find all of the basic knowledge here which is useful for revision and supplementing what you have learned in lessons.
- <https://www.bbc.co.uk/news/business> - the business area of the BBC news site for unbiased up to date news on the economy, businesses and money. Ideally you should also download the app to your phone so that you can keep up to date with any key business and economic developments.
- <https://www.economicshelp.org/> - a website to help with the economic aspects of the business course.
- <https://businesscasestudies.co.uk/> - a website with detailed information about some businesses related to specific areas of business theory.

Netflix Binge-Watch List

- Dirty Money
- The Founder
- Steve Jobs – Billion Dollar Hippy
- The Social Network
- The Internship

NETFLIX

- The Big Short
- American Factory
- Inside Bill's Brain
- Deep Water Horizon

What is Business?

Research the following companies and write a paragraph detailing the reason they exist and their main objectives:



CANCER
RESEARCH
UK



Different Types of Business Structure

Find a definition for each of these business types, and then find 3 examples of businesses which fit into each category:

Sole trader:	Partnership:	Private Ltd co (Ltd):	Public Ltd co (plc):
Definition			
Examples			



Leadership and Management

Documentary: Peter Jones – How We Made Our Millions

www.youtube.com/watch?v=foWMmY3xSuk&t=887s



- What RISKS did the entrepreneurs take when starting up?
- What are the OBJECTIVES of the businesses?
- What type of LEADERS are they?
- What external factors have affected these businesses?






External Influences: COVID-19

A major external influence on all businesses at present is the Covid-19 pandemic.

The impact of the coronavirus (COVID-19) is being felt by all businesses around the world. Leaders are navigating a broad range of interrelated issues that span from keeping their employees and customer safe, shoring-up cash and liquidity, reorienting operations and navigating complicated government support programs. (KMPG website)

For the businesses below, do some research on the nature of their business by investigating their website. You should then list 3 impacts, thinking about this business specifically, and then propose 2 actions the business could take to minimise the impact of the virus outbreak on the business.

Business	List 3 impacts of COVID-19	Propose 2 actions the business should take
		
		
		

Marketing

Collect some chocolate bar wrappers. Create a poster to identify and explain which SEGMENT of the market the brand is targeting (look at its wrapping, think about the design of the product itself, consider its advertising etc).



Further Reading

Many entrepreneurs have written autobiographies, which give a useful insight into the minds of people who start and successfully run large businesses. Read at least one of the following books over the summer to broaden your knowledge and understanding of business and leaders.

Entrepreneur

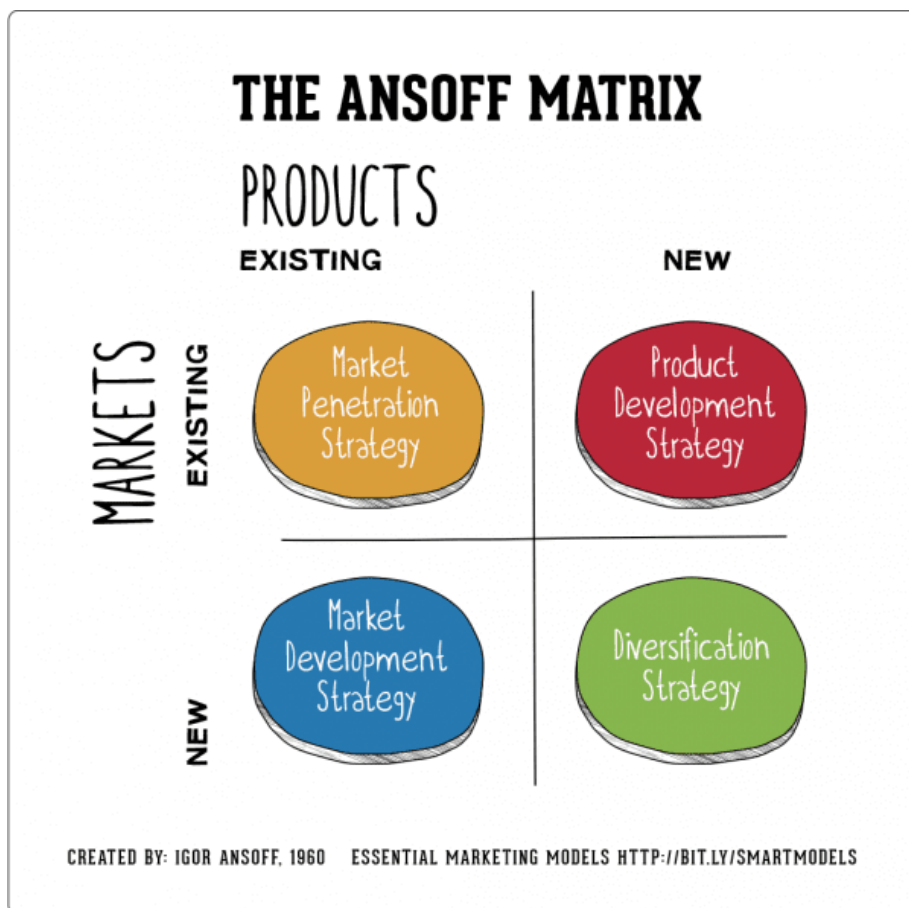
Book Title

Alan Sugar	What You See Is What You Get
Michelle Mone	My Fight to the Top
Richard Branson.....	Losing My Virginity
Jordan Belfort.....	The Wolf of Wall Street
Karen Brady	Strong Woman
Duncan Bannatyne	Anyone Can Do It
Phil Knight (Nike)	Shoe Dog
Jo Malone.....	My Story
Steve Jobs.....	Steve Jobs

The Ansoff Matrix

The Ansoff Matrix is a strategic planning tool that provides a framework to help executives, senior managers, and marketers devise strategies for future growth. **Diversification strategies** are used to expand firms' operations by adding markets, products, services, or stages of production to the existing business. The purpose of **diversification** is to allow the company to enter lines of business that are different from current operations.

Can you research 10 businesses that have "diversified" their business / production during the corona virus?



Business Name	Usual Product/Service	Diversification undertaken

COVID-19: Leadership in a Crisis

The UK Prime Minister, Boris Johnson, has been dealing with an unprecedented situation with the Coronavirus pandemic in 2020. Read some articles in the news about the steps he is taking to manage the crisis. Using the two models below, write a paragraph about how Boris has had to adapt his leadership style.

