

A guide to help you get ready for A-Level Business

The secret to becoming a successful A Level Business student is believing in yourself.

Self confidence allows you to invite trust and inspire confidence in others. Self confidence is understanding that you trust your own judgment and abilities, and that you value yourself and feel worthy, regardless of any imperfections or what others may believe about you.

Here in A Level Business we take great pride in building you to believe in yourself. Not for the purpose of your duration here with us, but for the life skills which are so valuable to you as an individual.

We combine creativity with an analytical perspective to allow you to see things that were right in front of you but you never noticed... to see things in a different light... to understand things... to make your own judgements about things and be comfortable and confident doing so.

Our subject will not only build your academic abilities but it will empower you.

Try out a few quizzes to get started –

<https://www.tutor2u.net/business/collections/the-biz-quiz>

Knowledge is knowing Tomato is a fruit.

Wisdom is not putting it into a fruit salad.

Philosophy is wondering if that means ketchup is a smoothie...

What are we getting at with that you ask? ... Knowledge is important but the understanding of what you know is your first step. Only then can you assess, analyse and make a judgement.

You touch base with Business every day, from the moment your day starts to the moment your day ends. Whether it's a product you are using first thing, or a service you are using throughout the day.

We aim to build your understanding of such activity, from understanding why businesses function the way they do to having the ability to recommend the best course of action for them.

We hope you enjoy the resources we have given you, this is just a little taster of what our subject involves.

All the very best and we look forward to seeing you in September.

What is A-Level Business?

This pack contains a programme of activities and resources to prepare you to start an A-level in Business in September. It is aimed to be used now and throughout the remainder of the summer term and over the summer holidays to ensure you are ready to start your course in September. The suggested activities will start to engage with and enjoy the world of Business! It's a fantastic subject to study, and we hope you enjoy your learning.

Stay in touch with the World of Business

It is so important to ensure your knowledge is up to date. The following links will direct you to reliable websites which will allow you to stay up to date and broaden your Business knowledge and understanding.

www.tutor2u.net/business



It is important to familiarise yourself with tutor2u as we regularly use this in class and as reference to a lot of what we study in A-Level Business. Watch some videos, take a few quizzes, learn some of the content we will be studying

www.bbc.co.uk/news/business & www.theguardian.com/uk/business



Download the app – and get used to logging in to this page daily. To be a high grade Business student your knowledge needs to be up to date. Our specification states 'Students MUST investigate different types and sizes of organisation in various business sectors and environments, and in local national and global context'.

www.bmmagazine.co.uk



UK's leading business magazine. Get news, advice financial and legal.

www.gov.uk/browse/business

The UK governments website is the most reliable source to use for all you need to know about the 'must know' topics from licensing to industry specific help and guidance.



www.allbusiness.com

AllBusiness.com is one of the most comprehensive sites for entrepreneurs and growing businesses. There are articles, advice, videos covering small business topics, career guidance and much more.



www.businessinsider.com

Business insider is a business news site that covers a broad range of Business.

**BUSINESS
INSIDER**

www.ft.com

The Financial Times covers the world economy and markets. The site has particularly strong coverage of European companies and markets providing feature stories, analyses and data insights.



www.forbes.com

Forbes has a wide range of content across every business category.



www.ted.com/talks

The TED Talks website features a collection of short videos on varied business and life topics. Inspiring videos include Red Ventures CEO Ric Elias on "3 Things I Learned While My Plane Crashed," Facebook COO Sheryl Sandberg on "Why We Have Too Few Women Leaders," and Virgin founder Richard Branson on "Life at 30,000 Feet."

TED Ideas worth spreading

There are also a number of books and magazines you could read you will find various kinds on your browse through the websites we have given you however if you would like some recommendations just drop us an email and we will be happy to help.

We want you to find your favourite place to stay up to date with Business news and let us know why this is your favourite source when you join us in September.

TED Talks

Download the TED talk app to your device. It is brilliant!

If you enter Business into the search bar you will find several inspiring TED talks. Below we have given you a snap shot of a few you may wish to watch.

Complete a summary of each talk using the Cornell note making format on explained on the next page.

Richard Branson – Life at 30,000 feet

https://www.ted.com/talks/richard_branson_life_at_30_000_feet/up-next

Richard Branson talks to TED's Chris Anderson about the ups and the downs of his career, from his multibillionaire success to his multiple near-death experiences -- and reveals some of his (very surprising) motivations.

Larry Page – The genesis of Google

https://www.ted.com/talks/sergey_brin_larry_page_the_genesis_of_google/details#t-39435

Google co-founders Larry Page and Sergey Brin offer a peek inside the Google machine, sharing tidbits about international search patterns, the philanthropic Google Foundation, and the company's dedication to innovation and employee happiness.

Daniel Goldstein – The battle between your present and future self

https://www.ted.com/talks/daniel_goldstein_the_battle_between_your_present_and_future_self/details

Every day, we make decisions that have good or bad consequences for our future selves. (Can I skip flossing just this one time?) Daniel Goldstein makes tools that help us imagine ourselves over time, so that we make smart choices for Future Us.

Dan Copley – What physics taught me about marketing

https://www.ted.com/talks/dan_coble_what_physics_taught_me_about_marketing/up-next

Physics and marketing don't seem to have much in common, but Dan Copley is passionate about both. He brings these unlikely bedfellows together using Newton's second law, Heisenberg's uncertainty principle, the scientific method and the second law of thermodynamics to explain the fundamental theories of branding.

Effective Note Making

Making effective notes in lessons is an essential skill for A-level Business. Practice producing notes using the Cornell System by summarising two of the TED talks you have listened to. Complete your notes in the following format and show them to your teacher when you start your course in September.

SUBJECT		TOPIC	
DATE			
LESSON FOCUS			
QUESTIONS AND CUE-WORDS		NOTE TAKING	
		<p>1. Record: During the lecture, use the note-taking column to record the lesson using concise sentences and abbreviations.</p> <p>2. Questions: As soon after class as possible, write questions in the left hand column based on the notes in the note taking column. Writing questions helps to clarify meanings, reveal relationships, establish continuity, and strengthen memory. Also, the writing of questions sets up a perfect stage for exam studying later.</p> <p>3. Recite: Cover the note-taking column with a sheet of paper. Then, looking at the questions or cue-words in the question and cue word column only, say aloud, in your own words, the answers to the questions, facts, or ideas indicated by the cue-words.</p> <p>4. Reflect: Reflect on the material by asking yourself questions, for example: "What's the significance of these facts? What principle are they based on? How</p>	

	<p>can I apply them? How do they fit in with what I already know? What's beyond them?</p> <p>5. Review: Spend at least ten minutes every week reviewing all your previous notes. If you do, you'll retain a great deal for current use, as well as, for the exam.</p>
<p>SUMMARY</p> <p>After class, use this space at the bottom of each page to summarize the notes on that page.</p>	

Adapted from: How to Study in College 7/e by Walter Pauk, (2001) Houghton Mifflin Company

Topics to Research

We will cover a wide range of topics over the two years you are studying with us. To enable you to get a head start we suggest researching the topics below-

-The marketing mix - This is the base of the set up and running of a business

The marketing mix looks at the Product, Price, Place and Promotion of a Business. Understanding the concepts of the marketing mix will enable you to have a base to build your knowledge of business activity on.

-Marketing strategy and Pricing strategies – two topics you will study early on in your first year

This topic will give you an insight into why businesses price their products the way they do – research marketing strategy first to understand the link between the two.

-MOPS – This is an analytical tool we use in A-Level Business to assess the status of a Business.

MOPS is an acronym for Market, Objectives, Product and Situation.

Using this analytical tool will allow you to justify your judgements. Practice using it on businesses you are already familiar with.

-Organisational design – This is covered in Theme 1

Every business has its own organisational structure – we will learn more about the reasons why businesses have the structure they do – the purpose, the costs, the benefits etc. Research this topic to give yourself a head start.

-PESTLE analysis – This is a year 2 topic

In our second year we will investigate the impact of external influences on Business. Research this topic to broaden your understanding of what businesses need to take into consideration and things that are out of their control.

-PED and YED - This relates to year 1 topics of supply and demand

Understanding how the supply and demand of products may be affected and how businesses respond to these changes.

A great starting point is the tutor2u website - <https://www.tutor2u.net/business>

After that explore: A mixture of the links we have provided above.

Make summary notes on the material.

Online Learning Courses

A Massive Open Online Course (MOOC) is an interactive step-by-step course aimed at reaching an unlimited number of participants worldwide to create a community of lifelong learners. There are many different MOOC providers that cover a huge variety of different subject and topic interests.

Typically a MOOC will involve 2-3 hours study per week for 6 weeks or so. MOOCs are free of charge. All required course materials will be provided for you online, which is also 100% free! Each course is open to anyone with internet access across the world and all you need is your wonderful brain!

Here are a few that you may wish to try:

- Business Foundations – Learn the key concepts and frameworks that underpin Business

<https://www.edx.org/course/business-foundations-course-v1ubcxcomm120x2t2020>

- Business Communications – Learn how to communicate effectively in a business setting

<https://www.edx.org/course/business-communications>

- Customer Relationship Management – Learn to develop customer relationships through a deepened understanding of the concepts and best practices of CRM

<https://www.edx.org/course/customer-relationship-management>

- Theory of Change Management – Understand the keys to successfully navigating the roles and responsibilities of being a product manager to champion change with internal and external collaborators and influencers.

<https://www.edx.org/course/product-management-fundamentals>

- Successful Negotiation: Essential Strategies and Skills - Build negotiation skills and learn how to use and apply negotiation strategies to your life with the University of Michigan.

<https://www.edx.org/course/successful-negotiation-essential-strategies-and-skills>

Follow the course learning instructions & complete all tasks, keep a record of what you do and save all work as evidence of your learning.

LEARNING
IS A TREASURE THAT WILL
FOLLOW ITS OWNER
EVERYWHERE.

Chinese Proverbs
InspirationBoost.com

Good luck!