

GETTING READY FOR PACK

Business A Level

We are delighted you have chosen to study Business A Level at Haywards Heath College

WHAT YOU WILL STUDY in YEAR 1

Unit/Topic

Theme 1 – Marketing and people.

In this theme, you will be introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start-up.

This theme will enable you to understand how businesses identify opportunities and to explore how businesses focus on developing competitive advantage through interacting with customers. You will also develop an understanding of why and how businesses need to adapt their marketing to operate in a dynamic business environment. Theme 1 also focusses on people, exploring how businesses recruit, train, organise and motivate employees as well as the role of enterprising individuals and leaders.

Theme 2 – Managing business activities

In this theme you will explore the finance and operations functions and investigate external influences on business. Theme 2 will equip you with an understanding of raising and managing finance and managing business performance. This also theme outlines the importance of using resources efficiently within a business to ensure goods and services can be delivered effectively and efficiently, and to a high standard. Finally, you will consider the external influences that have an impact on businesses such as economic and legal factors.

WHAT YOU NEED

Kit List

Calculator, ruler, pens, highlighters

Course Supplement	N/A
Equipment	Laptop or tablet for in-lesson digital note taking and research. College laptops are available and can be borrowed from the library upon presentation of college ID.
Essential Textbooks	<p><i>Pearson Edexcel A-Level: Business</i> By Ian Marcouse, Andrew Hammond & Nigel Watson</p> <p>ISBN 978 1 510 45270 1</p> <p>Pearson Edexcel A level Business by Ian Marcouse, Andrew Hammond Waterstones</p>

ENRICHMENT	
Trips	SME Expo, ExCel, London. Bank of England
Guest Speakers	HSBC – International Trade
Events	Business Enterprise & Media Day

OPTIONAL ADDITIONAL READING/STUDY	
<p>BBC Business news website https://www.bbc.co.uk/news/business</p>	<p>The BBC Business homepage is full of relevant and topical business stories and articles. Here are a couple https://www.bbc.co.uk/news/articles/cd11g84q4glo and https://www.bbc.co.uk/news/articles/clmmvnpr8n8o and https://www.bbc.co.uk/news/articles/cjijzy49605o</p> <p>Spend 15 minutes a day reading 2 or 3 reports. Ask yourself:</p> <ul style="list-style-type: none"> • What challenge is the business or industry facing? • Why might this problem or issue have happened? • What are the consequences and effects of the problem or challenge? • What could or might businesses do to overcome or reduce the impact of the issue? • What would you do if you were the chief executive of the business?

SUMMER WORKING TASK INFORMATION
Completion Date: First Lesson Week Commencing 9/9/24

This pack will help you make the best possible start to studying this subject. The tasks in this pack should take you about 4-6 hours to complete.

The tasks are designed to get a bit more difficult as you work through them as they are preparing you for studying at a higher level and to become an effective independent learner. You should try to get as far as you can working on your own but if you do need help, please email us at info@haywardsheath.ac.uk telling us which Getting Ready For pack you are working on and what help you need. Help is available throughout the summer holidays.

RECOMMENDED READING/WATCH LIST

Optional additional podcasts or films to listen to or watch.

- Be curious about and take an interest in business news, events, trends and issues.
- Business is fast-paced and dynamic as well as deliberate and considered. 15 minutes a day reading short online stories will really help you understand the everyday challenges and decisions businesses need to understand and make.
- Immerse yourself into everyday business life and turbo charge your business knowledge whilst developing your analysis and evaluation skills at the same time.

https://www.waterstones.com/book/pearson-edexcel-a-level-business/ian-marcouse/andrew-hammond/9781510452701?awaid=3787&utm_source=redbrain&utm_medium=shopping&utm_campaign=css&gclid=EAlaIQobChMIl6GezLu68QIVXgsGAB0USAouEAQYBSABEgJaAFD_BwE&awc=3787_1624888060_c9490c1cc57e39805cf7cd750dd48f56

Text Book	<i>Pearson Edexcel A-Level: Business</i> <i>By Ian Marcouse, Andrew Hammond & Nigel Watson</i> <i>ISBN 978 1 510 45270 1</i>
Video / Podcast	Name & Link
Good Bad Billionaire	https://www.bbcpodcasts.com/listen/good-bad-billionaire/#:~:text=Simon%20Jack%20and%20Zing%20Tsjeng,bad%2C%20or%20just%20another%20billionaire%3F
The Bottom Line	https://www.bbc.co.uk/programmes/b006sz6t
The Founder	https://www.netflix.com/gb/title/80101899

SUMMER WORKING TASKS

Skills Focus	<p>Researching – exploring, investigating, discovering and finding out about topics, subjects and theories in detail to understand history, origin, advantages and disadvantages. Limitations, downsides, risks and practical uses and implementation can also be understood and explained.</p> <p>Essay writing</p> <p>Analysis – break down complex topics into simpler parts by exploring patterns and explaining significance</p> <p>Evaluation – examine the strengths and weaknesses and judge the merits of particular perspectives making your own judgement</p> <p>Creativity</p> <p>IT Skills</p> <p>Organisation</p> <p>Meeting deadlines</p>
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Tasks		Tasks 1 to 3
TASK 1	FORMS OF BUSINESS	Deadline
Research & presentation task	<p>Create a PowerPoint presentation on legal ownership of businesses. You need to cover all of the following:</p> <ul style="list-style-type: none"> • Distinguish between private sector and public sector organisations. <p>Include all the below organisations in more detail:</p> <ul style="list-style-type: none"> • Sole traders • Partnerships • Private limited companies • Public limited companies • Non-profit organisations such as charities, social enterprises and mutuals • Public sector organisations <p>For each form of business you need to:</p> <ul style="list-style-type: none"> • Define the term. • Identify what type of liability they have – limited or unlimited. • Analyse (using connectives such as ‘this leads to, because of this, therefore’ etc.) the benefits as well as the drawbacks of each form of ownership. • Consider the advantages and disadvantages, pros and cons of each form of business. • Write about how might this effect growth, profits, business ethics, attitude to risk, access to finance, success and failure <p>On a separate slide apply these to real life – research and find examples of businesses that you know that would operate in each form of ownership.</p> <ul style="list-style-type: none"> • Explain why this type of ownership is suitable for them. • Final Slide - If you were to set up a business, which type of ownership would you choose and explain why? Evaluate (make a judgement on) you’re reasoning. <p>The following link might be suitable to help your research into forms of businesses: https://www.tutor2u.net/business/topics</p>	09/09/24
TASK 2	BRANDS, MARKET POSITIONING and BRANDING	Deadline
Research & essay task	<p>TASK 2</p> <p>Write a couple of paragraphs about your favourite brand and explain why you like it.</p>	09/09/24

- What attracts you to that brand?
- Do you currently use or consume the brand?
- If not, do you aspire to?
- What physical attributes or intangible qualities do you associate with the brand?
- Consider what the brand does from a practical perspective?
- Reflect on how the brand makes you feel, or what image or values are projected and associated with the brand you have chosen?
- How does the brand differentiate or stand-out from its competition?

TASK 2.1

Write **1000 words** (2 sides) on the following question.

‘Successful brands all have similar characteristics – do you agree with this statement?’

When writing the essay, include:

- An introduction where you set the scene.
- Main body of the essay written in paragraphs with one point per paragraph, developing each using the skill of analysis (use connective words such as this means, because of this, therefore, etc. to help you).
- Argue FOR and AGAINST the statement in different paragraphs. YOU MUST use real business examples in your essay.
- A full conclusion paragraph where you answer the question and fully attempt to weigh up your reasoning (evaluation). What do you think and explain why?
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You will need to be prepared to take part in a discussion when we start so please go over your research notes and your essay before the second lesson.

Help Notes

You might want to include a selection of the following influences and remember to consider both sides of the argument.

- The level of quality
- A USP – what sets them apart from the competition.
- Good customer service

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	<ul style="list-style-type: none"> • Complementing range of products • Strong brand and advertising campaigns • A distinct logo/slogan/ brand identity • Global presence • Strong leadership • Pricing and distribution <p>Use the internet to research but DO NOT copy and paste text or use AI. Show your sources of reference – where did you get the information from?</p>	
TASK 3	ENTREPRENEURS and ENTERPRISE	Deadline
Research and creativity	<p>TASK 3 - Design a poster about an entrepreneur or famous businessperson you admire or would like to emulate. Use pictures and text to illustrate their journey. Bring their story, achievements, successes, and failures to life. The poster can be as big and colourful as you want but at least A3 size (two pieces of A4 stuck together). Or go to an art shop and get a piece of large card.</p> <p>Include (at least the following):</p> <ul style="list-style-type: none"> • Their background • Their schooling and qualifications • How they became successful? • How do you know they are successful? • Their brands or products they have worked on or produced throughout their careers...not just the products or brands they are associated with now. • What advice they have shared and what have they learnt in their career • Have they had any failures? • What key qualities or characteristics they have shown? • What does the future hold for them? • Anything else interesting about them? 	09/09/24