

*“People often overcomplicate what a business is. A business is simply creating something that’s going to make a positive difference on other people’s lives. Once you have this idea, it’s up to you to give it a go and implement it.”*

# GCE A Level Business

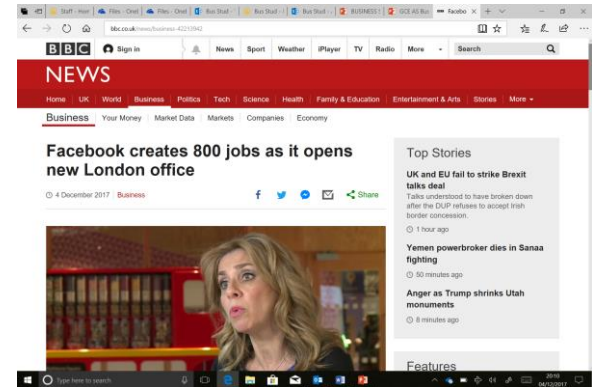
Presentation 7<sup>th</sup> December 2017

**Mr Stephen Lamb**

**Curriculum Leader Business**

# Vision: Management decision making

- **Current**: it is a **TODAY** subject
- **Variety** of styles
- **Engagement**
- **Supportive**
- **Learning AND skills**: what the examiner wants using exam tips plus '**PEEL**' and '**AIM**'
- **Pace** and **progression**

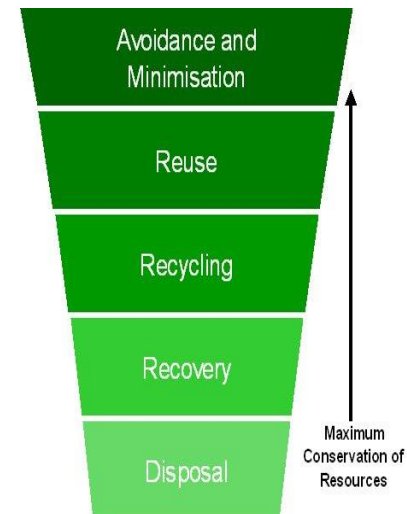


# Example of today's lesson

## Lean production: **Waste = Cost**

- I. Students activity  
– find examples of waste
- II. How could the waste be avoided
- III. Relate to lowering unit cost and passing on benefits
- IV. Aldi Case study

The screenshot shows a presentation slide for Aldi. At the top left is the Aldi logo. The main title is "Competitive advantage through efficiency". Below the title are two images: one of an Aldi store exterior and one of a warehouse interior with a forklift operator. To the right of the warehouse image is a circular icon with the word "operations" and a gear. Below the images is an "Introduction" section with text: "The food retail industry is a highly competitive market. More so than ever, organisations need to offer customers value for money. Customers want the best quality products at the lowest possible price." To the right of this text is a "Curriculum Topics" list: "Lean production", "Reducing costs and eliminating waste", "JIT", and "Benefits of lean production". At the bottom right, there is a quote: "Aldi has a no-nonsense approach to running its business. Whereas other food retailers have elaborate displays, additional services and promotions that draw customers into the business, Aldi's core purpose is to 'provide value and quality to our customers by being fair and efficient in all we do'. Everything Aldi does is..."



# Year 1 A Level Subject Content

<http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-7131-7132>

- 1 What is business?
- 2 Managers, leadership and decision making
- 3 Decision making to improve **marketing** performance
- 4 Decision making to improve **operational** performance
- 5 Decision making to improve **financial** performance
- 6 Decision making to improve **human resource** performance

# Year 2 A Level Subject Content

- 7 Analysing the strategic **position** of a business
- 8 Choosing strategic **direction**
- 9 Strategic **methods**: how to pursue strategies
- 10 Managing strategic **change**

# Possible good reasons to study Business?

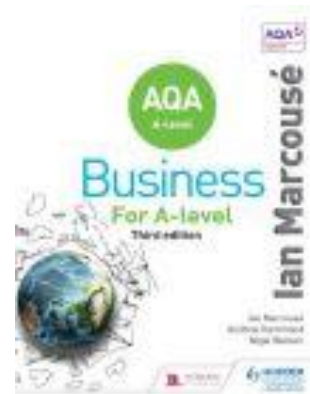
- Strong subject with a focus on decision making
- Enjoy a *NOW* subject
- Many options at 18+ (*see Universities*)
- Adds breadth to your studies
- You are going to work for a business!
- Related to other subjects:  
Economics/Geography/DT/Travel etc.
- Interesting (!) and links to the UK economy



## Resources

**All A students receive an AQA endorsed Year 1 and Year 2 text book**

- AQA Website
- Technology school focus: apps (being researched – homework and revision based)
- Teacher designed tasks – Productivity box
- Bought in resources e.g. Time2 case study material
- Tutor2 skills conference
- Your teachers





Three Papers: Each 2 hours, 100 marks and each weighted 33.3% of the A-level

### Paper 1

- Three compulsory sections: 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.

### Paper 2

- Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions

### Paper 3

- One compulsory case study with approximately six questions

Clipboard  
 Cut Copy Paste Format Painter

Font  
 Calibri (Body) 12  
 Bold Italic Underline Text Color Background Color

Paragraph  
 Bullets Numbering Indentation Alignment

Styles  
 Normal No Spacing Heading 1 Heading 2 Title Subtitle

Editing  
 Find Replace Select

**GCE AQA A Level Business Grid for feedback: SML 2017**

Student name:	
Subject topic:	
Question title:	

On completion of a 9 mark question please complete the checklist

A01 K Knowledge: Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues

A02 A Application: Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues

A03 S Analysis: Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences

Marks for this 9 mark ANALYSE question: K AO1 = 2, A AO2 = 3 and S AO3 = 4

K	Definition	No	partial	full	Example?
K	Two points made	No	One	Two	More
A	Context	No	Partial per point	Full per point	
S	Analysis	No	Partial per point	Full per point	PEEL?
	Overall expected mark	L1 1-3	L2 3-6	L3 7-9	

Reasoning:


Teacher Feedback: Overall mark: /9 Agree student mark Yes/ No

Assessment objectives	Marks: 1	2	3	4
K AO1				
A AO2				
S AO3				

WWW	1.
	2.
	3.
EBI	1.
	2.
	3.
MRI	

Exam results 2013

Exam results 2014

Exam results 2015

Exam results 2016

**Exam results 2017**

A2 results: 100% passed A2 and Residual 25.72 the highest score of all A2 subjects at Hardenhuish. 50% achieved A or A\*

A2 results: 100% passed and at target overall

A2 results: 100% passed with all achieving their post-sixth form ambitions.

A2 Results 100% passed with two A\* students (3 and 2 grades above their target – the power of determined, sustained hard work)

**A2 Results: 100% passed, targets achieved with University places and Apprenticeships secured.**

# FAQ's

- **Must I have studied Business at GCSE?** No
- **If I didn't will I be disadvantaged?** If you are interested and committed then only in the very short-term
- **Is there lots of Mathematics?** The finance sections are numerate and require logic so you will need GCSE maths.
- **Is there lots of writing?** The examinations are case study based with longer 12 and 16, 24 mark questions so YES!

# Any questions?

- If you require any further information please do contact me (Mr Lamb)
- This presentation will be in the student resources Business Studies GCSE from tomorrow