



Welcome to Business

Miss Wiltshire, Mrs Glossop, Mr Lamb, & Mrs Auld



AQA A Level Business

Welcome to Business!

We are really excited to welcome you into our new A Level Business class.

The aim of the tasks introduced in this document is to get you familiarised with the subject & set-up ready for the course start in September.

The tasks should take approximately five hours to complete in total & should be handed in to Mr Lamb or Mrs Glossop on the Enrolment Day in September.

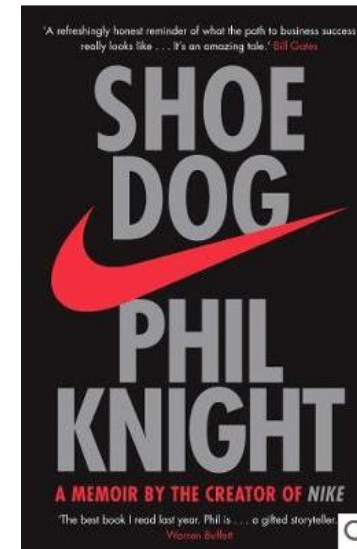
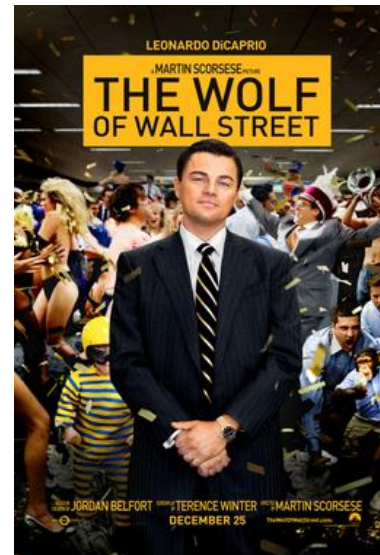
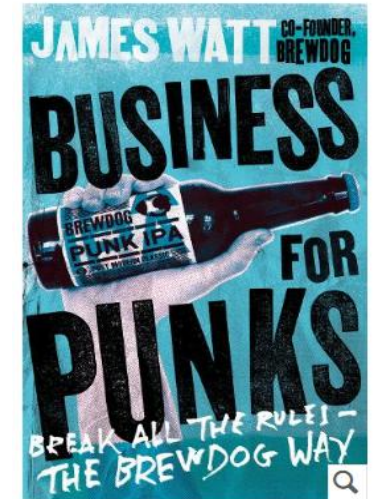


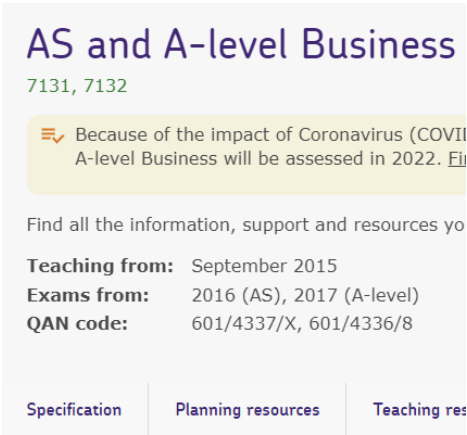
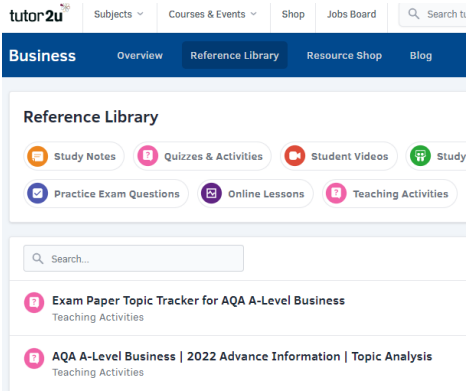
Engaging with Business

Engaging with Business outside of the classroom is a great way to support your understanding & to grasp the real-world application of the topics we are covering. It will also help provide you with examples that can be used to support your analysis of topics.

In Sixth Form we have a 50:50 mantra, where we expect you to spend the same amount of time studying out of lessons as you do in lessons.

Slides 4-7 have some suggestions for websites, books, films & programmes featuring great business content. Please pick a few that look of interest to explore.





Engaging with Business: Recommended Websites

Website	Link
AQA: Exam board webpage containing the specification, past papers and mark schemes & useful information regarding Business.	https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132
Tutor2u: Business blog, free revision PowerPoints, study notes, quizzes, videos, & an online shop for revision resources.	https://www.tutor2u.net/business
Seneca: Business theory covering the whole course, with useful end of topic tests. Pick AQA Economics A Level.	https://senecalearning.com/en-GB/seneca-certified-resources/business-a-level-aqa/
BBC News: The Business section of BBC news website.	https://www.bbc.co.uk/news/business
Office of National Statistics: Useful for data about the economy including; GDP, inflation, balance of payments, unemployment, etc.	https://www.ons.gov.uk/

Engaging with Business : Reading

You can really enhance your understanding of Business & engage with the subject by further reading around the subject. Reading newspapers such as The Financial Times or The Guardian will be very useful to your studies, & reading books will spark your interest in the subject.

Economics Textbook:

AQA Business for A Level; Ian Marcouse; Hodder Educational.

Recommended Reading:

- The 4 Hour Work Week – Tim Ferriss.
- Shoe Dog: A Memoir by the Creator of Nike – Phil Knight.
- The Virgin Way – Richard Branson.
- The Everything Store: Jeff Bezos and the Age of Amazon – Brad Stone.
- Elon Musk – Ashlee Vance.
- 23 Things They Don't Tell You About Capitalism - Ha-Joon Chang.
- Capital - Thomas Piketty.
- Built to Last: Successful Habits of Visionary Companies – Jim Collins.
- The Business Review magazine - you will be given the opportunity in class to purchase quarterly editions of The Business Review magazine at a discounted rate.



Top tips! Check out the 'Smart Thinking' section in Waterstones for more great business reads.

Engaging with Business: Watching

You can further boost your understanding of, & interest in, Business by further watching around the subject.

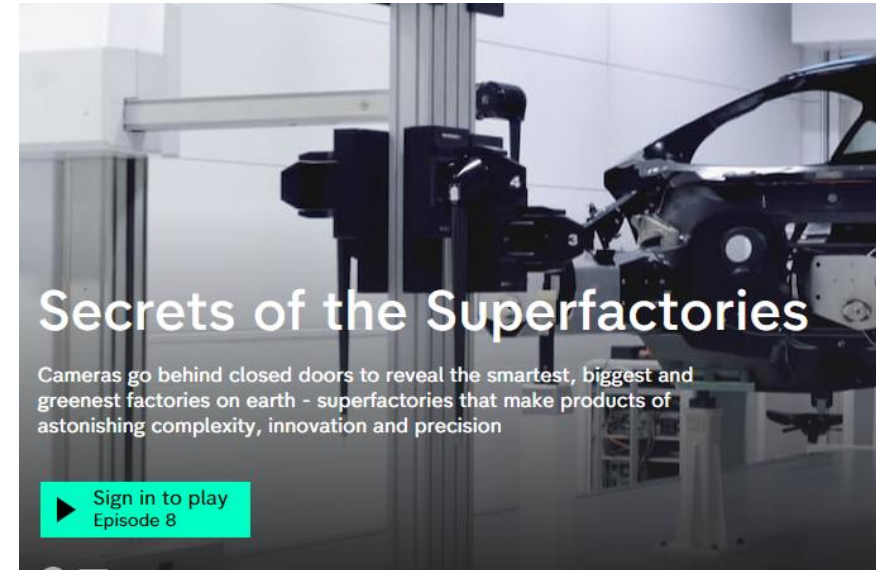
The news: Extend your understanding of business by watching the news regularly. This could include watching the BBC news, current affairs programs like Question Time on iPlayer.

TED Talks and TEDEd: There are loads of brilliant TED talks about all sorts of different business subjects like business success, entrepreneurship, consumer behaviour, innovation, technology, globalisation and the financial crash, which can be found on the TED website: <https://www.ted.com/topics/business>
There are also lots of informative short videos on a range of business topics on TEDEd:
<https://ed.ted.com/lessons?category=business>

Films: There are lots of great films that help explain the business history or theory, such as 'The Big Short', 'The Social Network', & 'Enron: the smartest guys in the room'.

TV Series: There are lots of TV series that give you an insight into business:

- The Nine to Five with Stacey Dooley - BBC iPlayer.
- Inside Cadbury chocolate secrets unwrapped – YouTube.
- Inside the supermarket – YouTube.
- Pepsi vs Coke – Amazon prime video.
- Starbuck unfiltered – Amazon prime video.
- Inside Waitrose – Channel 5 on My5.
- Inside the factory – BBC2.
- Dragons Den – BBC2.



TEDEd

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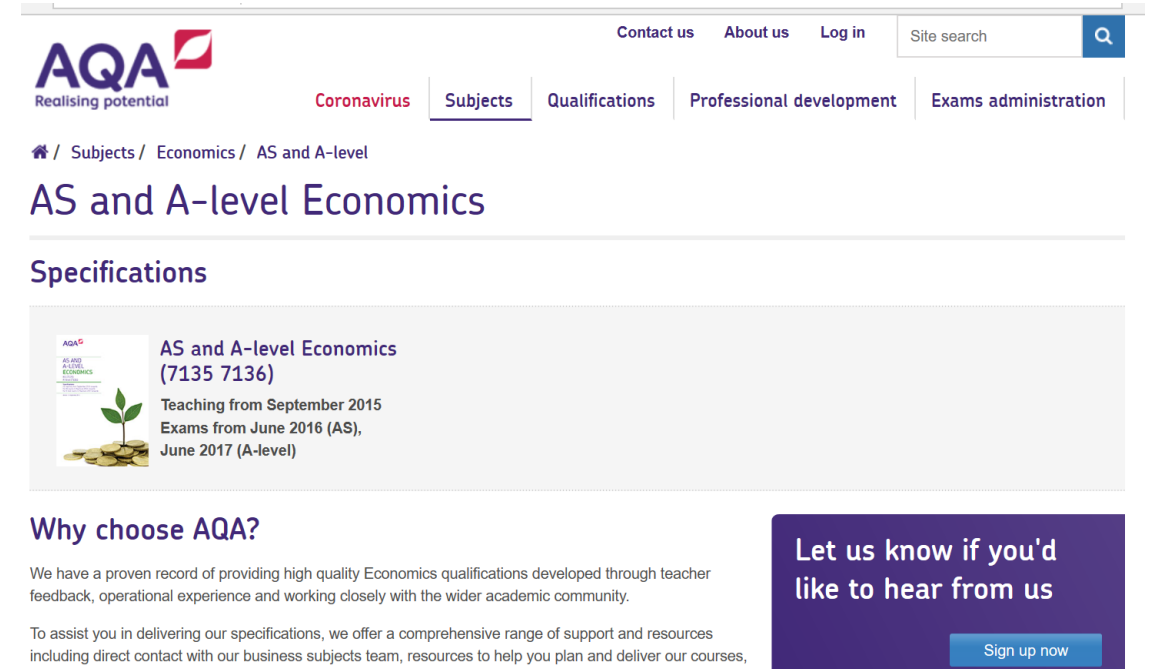


Engaging with Business: AQA Examination Board

If you want to gain an overview of A Level Business, you can visit the AQA examination board website for further details:

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

You could check out the specification for details about the course content & have a look at the examination papers to see how the subject is assessed.



The screenshot displays the AQA website's navigation and content for AS and A-level Economics. At the top, the AQA logo 'Realising potential' is on the left, and navigation links 'Contact us', 'About us', and 'Log in' are on the right. A search bar is also present. Below the navigation, a breadcrumb trail reads 'Home / Subjects / Economics / AS and A-level'. The main heading is 'AS and A-level Economics'. Underneath, the 'Specifications' section features a card for 'AS and A-level Economics (7135 7136)' with a small image of a plant growing from coins. The card text specifies 'Teaching from September 2015' and 'Exams from June 2016 (AS), June 2017 (A-level)'. Below this, the 'Why choose AQA?' section explains the board's commitment to high-quality qualifications and support resources. On the right side of the page, a purple box contains the text 'Let us know if you'd like to hear from us' and a 'Sign up now' button.

AQA
Realising potential

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Coronavirus Subjects Qualifications Professional development Exams administration

Home / Subjects / Economics / AS and A-level

AS and A-level Economics

Specifications

AS and A-level Economics (7135 7136)
Teaching from September 2015
Exams from June 2016 (AS), June 2017 (A-level)

Why choose AQA?

We have a proven record of providing high quality Economics qualifications developed through teacher feedback, operational experience and working closely with the wider academic community.

To assist you in delivering our specifications, we offer a comprehensive range of support and resources including direct contact with our business subjects team, resources to help you plan and deliver our courses,

Let us know if you'd like to hear from us

Sign up now

What is Business?

You made a great choice to study such an exciting & dynamic subject that will allow you to gain an insight into the management and leadership of organisations, and the external influences on businesses.

In year 1, you will study six units:

- What is business?
- Managers, leadership and decision making.
- Decision making to improve marketing performance.
- Decision making to improve operational performance.
- Decision making to improve financial performance.
- Decision making to improve human resource performance.

In year 2, you will study four units:

- Analysing the strategic position of a business.
- Choosing strategic direction.
- Strategic methods: how to pursue strategies.
- Managing strategic change.



Induction Tasks: Research

Research: Before you start your induction tasks, please complete this research.

1. Watch this documentary 'Inside the Superbrands: Walkers' about Walkers and the crisps industry:

[Inside the Superbrands - Series 1: Episode 2 | Channel 4](#)

2. Carry out some research into the company & the industry, here are some useful articles to begin with:

[Potato Chips - United Kingdom | Statista Market Forecast](#)

<https://www.smylies.com/latest-news/crisp-snack-market-review-2019/>

[All Walkers articles | The Grocer](#)

[East Grinstead businessman launches fully recyclable crisp packet - BBC News](#)

3. Read about SWOT analysis, market maps, and business strategy:

[SWOT Analysis | Business | tutor2u](#)

[Market Mapping | Reference Library | Business | tutor2u](#)

<https://www.tutor2u.net/business/reference/what-is-strategy>





Induction Tasks: Business Report

Your induction challenge is to complete a business investigation. Please complete the report on a word document and submit them to your Business teacher on the September Induction Day. It should take around five hours to complete.

Task: Complete a business investigation and write a report which includes the following:

- A short history of Henry Walker and the Walkers company.
- A competitor analysis – draw a market map plotting Walkers & their main competitors. Describe their competitors unique selling points and the market segments they target? Explain the market share of the top firms in the industry. Analyse how competitive the industry is and on what basis firms compete.
- A detailed SWOT analysis for Walkers Crisps, analysing the internal strengths and weaknesses of Walkers, and the opportunities and threats facing the UK crisps industry. Include data in your SWOT.
- An explanation of at least two of the key decisions Walkers will face in the next year.
- Determine and explain a suitable future strategy for Walkers and justify your recommendation.



We hope these tasks have given you an introduction to business & the tools to find out more about the subject. If you have any queries about the course, please email Mrs Glossop, Mr Lamb, Miss Wiltshire or Mrs Auld.

We really look forward to seeing you in September!