

Shaftesbury Sixth Form

Summer Preparation Task

Subject name: Business A Level

Exam Board: Pearson/Edexcel

Contact: Michael.motteram@shaftesburyschool.co.uk

Firstly a big welcome to the best A Level course at Shaftesbury Sixth Form. Call me biased, but we have a reputation for producing the best outcomes from individuals, and you guys will be no different.

I am emailing to send you some work to keep busy over the summer and ensure you come to lessons in September in the best shape possible. Call it a bit of Summer 'training' for the subject. Either way it will give you a great headstart when we get going.

I will try and make it straightforward to follow. Simply use the numerical system below and work through each task one at a time:

1. Ensure you have completed the Summer Task for Business. Available on the Year 11 Student Sharepoint (internal Students) and also here: <https://shaftesburyschool.co.uk/wp-content/uploads/2018/08/Business-Summer-Task-2018.pdf>
2. Read the below structure of the course and how it is broken down with exams etc:

Exam Board

Edexcel

Course Content

Year 12

Theme 1

Marketing and people

Meeting customer needs
The market
Marketing mix and strategy
Managing people
Entrepreneurs and leaders

Theme 2

Managing business activities

Raising finance
Financial planning
Managing finance
Resource management
External influences

Year 13

Theme 4

Global business

Globalisation
Global markets and business expansion
Global marketing
Global industries and companies
(multinational corporations)

Theme 3

Business decisions and strategy

Business objectives and strategy
Business growth
Decision-making techniques
Influences on business decisions
Assessing competitiveness
Managing change

Exam Structure (Note: no coursework!)

Paper 1

Marketing, people and global businesses

Questions drawn from **Theme 1** and **Theme 4**

100 marks, 2 hours

35% of qualification

Section A: one data response question, including one extended open-response question

Section B: one data response question, including one extended open-response question

Paper 2

Business activities, decisions and strategy

Questions drawn from **Theme 2** and **Theme 3**

100 marks, 2 hours

35% of qualification

Section A: one data response question, including one extended open-response question

Section B: one data response question, including one extended open-response question

Paper 3

Investigating business in a competitive environment

Questions drawn from **all themes**

100 marks, 2 hours

30% of qualification

Two data response questions broken down into a number of parts, each including one extended open-response question

This paper has a pre-released context to enable students to investigate an industry or market in which businesses operate.

3. Task on **Forms of Business**. This is a great topic to get you started with how different businesses are formed and how they evolve over time. A key way of making sense the difference between a self-employed plumber and a global multinational company!

Watch the following: <https://www.tutor2u.net/business/reference/different-forms-of-business-introduction>

Then test your understanding by taking this quiz:

<https://www.tutor2u.net/business/reference/forms-of-business-revision-quiz>

Finally visit the BBC Business website: <https://www.bbc.co.uk/news/business>

If using the BBC App, favourite it and request notifications on your phone. It is so important to keep abreast of global business news. As you move through the course more and more of these stories will make sense to you and you will understand the business concepts behind them.

Any business or Sixth Form questions, send them my way

Take care everyone

Mr Motteram