

**WELCOME TO BUSINESS**

Miss Philbin

# LESSON STRUCTURE

- 9 lessons per cycle (fortnight)
  - 5 Lessons with Teacher A
  - 4 Lessons with Teacher B

Possible teachers for next year are  
Miss Philbin, Mr Jamil and Ms Gill

# **BUSINESS IS A NEW A-LEVEL...**

- **Which means we are linear!**
- **All exams will be at the end of Y13 (May/June 2020)**

# YEAR 12 CONTENT

## ■ Theme 1 – Marketing and People

- Entrepreneurs and why you would start a business
  - The market
  - The 4 P's
- Managing People
- Meeting Customer Needs

## ■ Theme 2 – Managing Business Activities

- Raising Finance
- Financial Planning
- Managing Finance
- Resource Management
- External Influences

# YEAR 13 CONTENT

## ■ Theme 3 – Business Decisions and Strategy

- Business Objectives
  - Business Growth
  - Decision Making Techniques
- Influences on Business Decisions
  - Competitiveness
  - Managing Change

## ■ Theme 4 – Global Business

- Globalisation
- Global markets and business expansion
  - Global Marketing
- Global industries and companies

# **A LEVEL ASSESSMENT SUMER 2020**

**Paper 1- Marketing, people and global businesses**

**Paper 2 – Business activities, decisions and strategy**

**Paper 3 – Investigating business in a competitive environment**

**You must sit all three exams in the Summer exam season.**

# PAPER BREAKDOWNS

<b>Paper 1</b>	<b>Paper 2</b>	<b>Paper 3</b>
<p>Assessing marketing, people and global business Local, national and global contexts Questions drawn from Theme 1 and 4</p> <p>100 Marks 2 Hours 35% A Level Grade</p>	<p>Assessing business finance and operations, business decisions and strategy. Local, national and global contexts Questions drawn from Theme 2 and 3</p> <p>100 Marks 2 Hours 35% A Level Grade</p>	<p>Pre-released context document – based on an industry or market. No research can be taken into the exam Questions drawn from all 4 Themes</p> <p>100 Marks 2 Hours 30% A Level Grade</p>

# WHAT WILL YOU BE ASSESSED ON?

**A01 KNOWLEDGE**

**A02 APPLICATION**

**A03 ANALYSIS**

**A04 EVALUATION**



# WHAT SKILLS WILL YOU DEVELOP?

The ability to:

- ✓ read business related texts
- ✓ understand and analyse problems
- ✓ offer practical/workable solutions
- ✓ think within a business “context”
- ✓ write clearly and concisely
- ✓ interpret data and its implications

# WHAT DO THE BUSINESS DEPARTMENT EXPECT?

- ✓ Full attendance
- ✓ Both class work and homework to be completed **ON TIME**
- ✓ You will give of your best
- ✓ Show an interest in business & reading around the subject
- ✓ Catch up on **ALL** work missed
- ✓ Respect staff, fellow students & property
- ✓ Seek help with academic or personal issues **BEFORE** they develop into more serious problems

# THE BIZ QUIZ

- What do you already know about Business?
- <https://www.tutor2u.net/business/blog/the-biz-quiz-19-march-2018>

# CURRENT NEWS

- In groups of 4 you have to pick one of the following businesses...
  - Heathrow
  - House of Fraser
  - Rolls Royce
  - Boeing
  - Poundland
- Can you tell me what is going on with these businesses?
  - How will this effect anyone interested in the business?
    - What will it mean for customers and suppliers?