

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

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 SUMMER 2022

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.

They are 100 marks each and 2 hours long.

PAPER BREAKDOWNS

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

CURRENT NEWS

- Pick one of the following businesses...
 - Frankie and Benny's
 - Accessorise
 - EasyJet
 - British Gas
 - Zoom
- 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?