



# A-level Business

[https://www.dailymotion.com/video/x1iuumn\\_ch4-inside-rolls-royce-720p-hdtv-x264-aac-mvgroup-org\\_shortfilms](https://www.dailymotion.com/video/x1iuumn_ch4-inside-rolls-royce-720p-hdtv-x264-aac-mvgroup-org_shortfilms)

Consider the question.

How do Rolls Royce achieve success through:

Quality  
Customer service  
Product trial  
Branding  
Marketing/Sales  
Loyalty

## Introduction to the course

The Business A-level is a two-year linear course that covers the following topics:

Year 12	Year 13
What is business? Managers, leadership & decision making Improving marketing performance Improving operational performance Improving financial performance Improving human resource performance	Analysing the strategic position of a business Choosing a strategic direction Strategic methods – how to pursue strategies Managing strategic change

You will get a good understanding of how a wide range of businesses operate and how business owners or managers make decisions.

You are encouraged to relate the topics you are learning in class to the 'real world' as much as possible, and it is important that you are reading the business news on a weekly basis to build your awareness of current affairs.

## Organising your folders

You must keep your folders in order: regular checks will be carried out.

Every piece of work should be labelled with the date and the syllabus number (as instructed by your teacher), and then carefully filed in the appropriate file divider.

**This is particularly important as the teaching programme follows a logical order, rather than syllabus order: if your notes are incorrectly filed you will find it very difficult to revise effectively.**

## Exams and assessment styles

**External exams** - three exams, all taken at the end of Year 13. Each exam paper is worth 33.3% of the overall marks, and **each paper may cover any topics** from the syllabus. You will not be able to 'cram' for these exams, so developing a good body of knowledge is essential for success.

Paper 1 (2 hours; 100 marks)

- 15 Multiple-choice questions (1 mark each)
- Short-answer questions (worth between 4 and 9 marks each)
- 2 essays (worth 25 marks each; each one from a choice of two titles)

Paper 2 (2 hours; 100 marks)

- 3 data response questions (questions worth between 3 and 20 marks)
  - 1 based simply on numerical data
  - 2 based on short case-studies of real businesses

Paper 3 (2 hours; 100 marks)

- 1 case-study paper (questions worth between 12 and 24 marks)

**Assessment Point** tests are held throughout the year, taken during lessons, to monitor progress.

Remember: any topic can be assessed using any style of question! We will reflect this in Data Collection Points (DCPs) and the Year 12 PPE exam, so expect different sorts of questions each time.

## Quantitative skills

The government insist that all students taking A-level Business should be able to use numerical data as part of the subject. By the end of the course you must be to do the following:

- calculate, use and understand ratios, averages and fractions
- calculate, use and understand percentages and percentage changes
- construct and interpret a range of standard graphical forms
- interpret index numbers
- calculate cost, revenue, profit and break-even
- calculate investment appraisal outcomes and interpret results
- interpret values of price and income elasticity of demand
- use and interpret quantitative and non-quantitative information in order to make decisions
- interpret, apply and analyse information in written, graphical and numerical forms.

We will cover these skills in lessons, but you must be pro-active about asking for help if you are struggling.

- Preparation for the course:
- An A4 folder
- Lined paper
- Dividers
- Hole punch (we won't provide this)!!
- Calculator
- Pens (plural) black and green
- Pencils

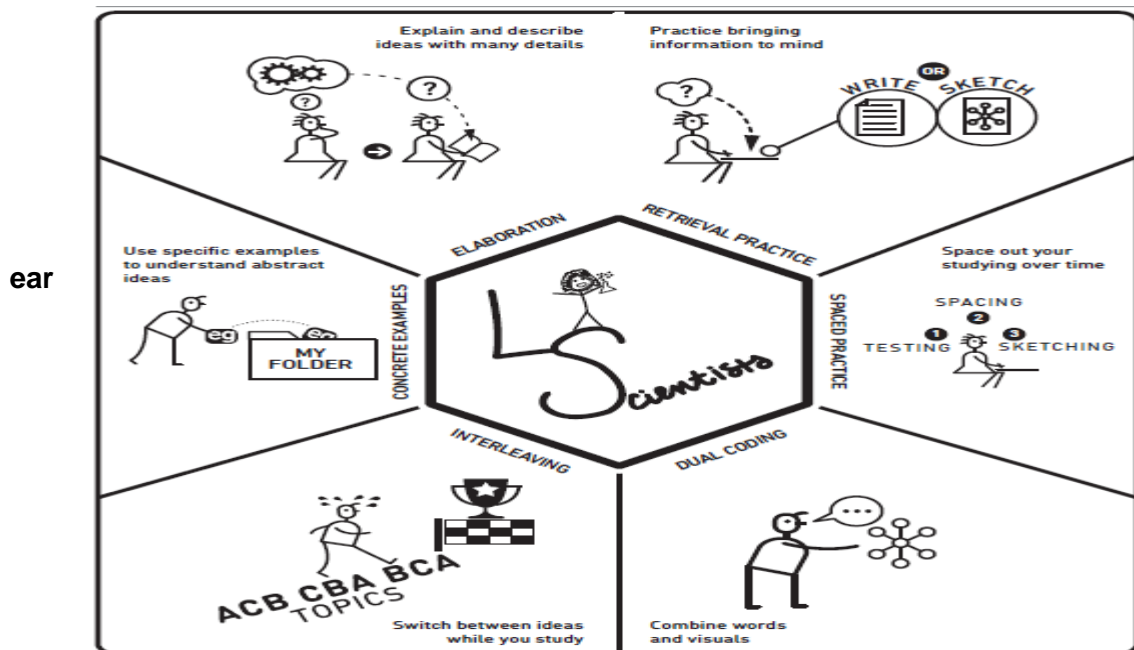
## The importance of learning

On-going learning is essential for success.

Every week, you are expected to make revision notes/cards of the work covered that week, and then learn them – **this is part of your weekly Business prep work.**

All progress tests (every half-term throughout the course) will be cumulative: they will assess all of the work covered in the course with both teachers to date. Use this as an opportunity to build learning into your academic routine.

**Effective learning involves:**



ear

12

## Revision check-list

Topic	Spec number	Notes made	Learned 1	Learned 2	Learned 3	Learned 4
<b>What is business?</b>						
Business objectives	1.1					
Measurement and importance of profit	1.1					
Different forms of business: benefits and drawbacks	1.2					
Role of shareholders	1.2					
Influences on share price/significance of share price changes	1.2					
Impact of external environment on costs and demand	1.3					
<b>Managers, leadership and decision making</b>						
Role of managers	2.1					
Types of management and leadership styles: Blake Mouton, Tannenbaum-Schmidt	2.1					
Scientific decision making	2.2					
Decision trees: understanding, interpretation and calculation	2.2					
Opportunity cost	2.2					
Influences on decision making	2.2					
Stakeholders: power and interest	2.3					
<b>Decision making in improve marketing performance</b>						
Marketing objectives	3.1					
Primary and secondary research: qualitative and quantitative	3.2					
Marketing size, growth and share – calculations	3.2					
Marketing mapping	3.2					
Value of sampling	3.2					
Correlation and extrapolation	3.2					
Confidence intervals and levels	3.2					
Price and income elasticity of demand	3.2					
Market segmentation – demographic, geographic, income and behavioural	3.3					
Niche and mass marketing	3.3					
Marketing mix (7Ps)	3.4					
Product portfolio analysis – Boston matrix, product lifecycle	3.4					
Product decisions: value of Boston matrix/prod life cycle; new product development	3.4					
Pricing decisions: penetration pricing and price skimming	3.4					
Promotional mix	3.4					
Distribution (place) – multi-channel distribution	3.4					
Importance of an integrated marketing mix	3.4					
Value of digital marketing and e-commerce	3.4					
<b>Decision to improve operational performance</b>						
Operational objectives	4.1					
Adding value	4.1					
Operations data: labour productivity, unit costs, capacity and capacity utilisation	4.2					
Importance of efficiency and labour productivity	4.3					
Use of technology to improve operational efficiency	4.3					
Importance of capacity and capacity utilisation	4.3					
Lean production and Just In Time	4.3					
Importance of quality	4.4					

Consequences of poor quality	4.4				
Quality assurance	4.4				
Flexibility and mass customisation	4.5				
Methods of matching supply and demand	4.5				
Inventory control	4.5				
Inventory control charts: understanding and interpretation	4.5				
Factors influencing choice of suppliers	4.5				
Outsourcing	4.5				
<b>Decision making to improve financial performance</b>					
Financial objectives	5.1				
Difference between cash flow and profit	5.1				
Construction and analysis of cash flow forecasts	5.2				
Difference between gross profit, operating profit and profit for the year	5.2				
Budgets: construction and analysis	5.2				
Variance analysis	5.2				
Contribution and break-even - meaning and calculations	5.2				
Break-even charts: construction and interpretation	5.2				
Analysing profitability: gross profit ratio, operating profit ratio, profit for the year ratio	5.2				
Timings of cash flow: payables and receivables	5.2				
Internal and external sources of finance: benefits and drawbacks	5.3				
Methods of improving cash flow	5.4				
Methods of improving profitability	5.4				
<b>Decision making to improve human resource performance</b>					
Human resource objectives	6.1				
Hard and soft human resource management (HRM)	6.1				
Human resources data: calculation and interpretation	6.2				
Value of data in human resource decision making	6.2				
Job design: Hackman and Oldham's model	6.3				
Organisational design	6.3				
Delegation, centralisation and decentralisation	6.3				
Human resource flow	6.3				
Motivational theories: Taylor, Maslow and Herzberg	6.4				
Financial methods of motivation	6.4				
Non-financial methods of motivation	6.4				
Employee representation: trade unions and work councils	6.5				
Benefits of good employer-employee relations	6.5				

### Wider reading and Twitter

[www.bbc.co.uk/news/business](http://www.bbc.co.uk/news/business)

[www.tutor2u.net](http://www.tutor2u.net)

[www.theguardian.com/uk/business](http://www.theguardian.com/uk/business)

[www.telegraph.co.uk/finance/](http://www.telegraph.co.uk/finance/)

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