

Subject: *A-Level Business*

Exam Board: *AQA*



Welcome to A-level Business. We are delighted that you are considering A-level Business as an option in Year 12. To demonstrate your commitment to the course and to prepare you for September, you must complete the following tasks to the best of your ability. These tasks are compulsory and must be completed prior to your first Business lesson in Year 12.

We expect you spend at least 3 hours completing the tasks outlined in this pack. The activities have been designed to help you begin to develop some of the key skills you will need for A-level Business.

Learning Objectives:

- To develop a basic understanding of the kinds of areas that Business investigates and to give you a basis for discussion in your first lesson in September
- To use the internet and other sources of information to help complete a range of tasks
- To start to develop evaluation skills which will be vital in A Level Business

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What is Business?



Everything in life involves Business. Think about that new top you bought last week and then think of what businesses made it possible for you to be wearing it right now? The obvious ones are the **SHOP** you bought it from or the **FACTORY** that made it, but what about the cotton grower, the label maker, the delivery company, the bank that loaned them the finances, etc. Thinking about all the processes involved and the people helps you to understand what studying Business is all about. Business is a major part of everyone's life and impacts us daily:

- the education and health care we receive
- the food that we consume
- the clothes that we wear
- how and where we spend our leisure time
- the transport we use
- the technology we have to communicate
- the jobs we get and the skills we develop



The study of Business will equip you with transferrable life skills and an immediate advantage in understanding how businesses work, from reviewing the economy, finance, marketing, human resources, ethics, production, management and much more.

Task 1: What is Business?



Read the following ten statements and write down your own answers to them. Try to explain why you have given the answer you have. You can use your own knowledge, personal opinions or experiences to help support your answers.

1. What is the difference between the private sector and the public sector?

2. What is the difference between cash and profit, and why is cash so important to a business?

3. Why is important for businesses to set themselves objectives?

4. Where do businesses get their finance from to set up and operate?

5. Why are more businesses operating online?



6. What qualities and skills make a good leader?

7. How does technology make a business's operations more efficient? Explain your point.

8. Why are staff so important to a business?

9. How can businesses find out about the needs and wants of their customers?

10. Why can a company like McDonalds promote itself using different techniques than Cinebowl?

Task 2: Understanding the impact of the external environment



Every business needs to understand what is going on around it and identify the factors that can affect how it operates, and whether it succeeds or fails. They will conduct a 'PESTLE' analysis as this helps them to develop strategies to react to these external factors. **PESTLE** stands for:

- Economic
- Social
- Technological
- Legal
- Environmental



- Political
- Economic
- Social and Ethical

1. Using your knowledge and any other sources, complete the table below with possible points under each of the **SIX** factor headings. Try to identify **at least three more** under each heading or push yourself to add as many more as you can!

POLITICAL	ECONOMIC	SOCIAL
Eg. Changing political party * * *	Eg. Interest rate changes * * *	Eg. The UK has an ageing population * * *
TECHNOLOGICAL	LEGAL	ENVIRONMENTAL & ETHICAL
Eg. Computer aided design * * *	Eg. Introduction of the Living wage * * *	Eg. Alternative energy sources like solar panels * * *

Application of your knowledge ...

2. Choose any business that interests you, or one that you buy products/services from, write who your business is below and include their logo:

3. What products/services do they sell?

4. Do they operate locally, nationally or internationally? Explain your point.

5. Using the points you highlighted in your **PESTLE** analysis, how will your business and the way it operates be affected?

Point	Impact
Political	
Economic	
Social	
Technological	
Legal	
Environmental & Ethical	



Definition Corner:
In simple terms Evaluation means outlining the strengths and limitations of something.

Task 3: Preparing to Evaluate...

A key skill that you need to develop as a successful Business student is the ability to **EVALUATE**.

You will need to weigh up the strengths and weaknesses of something and be able to make judgements and decisions about what should or shouldn't be done to achieve a business's objectives in the short and long term.

- 1. What does the term 'entrepreneur' mean and who founded Innocent?**



Click onto the following link and watch the video clip www.youtube.com/watch?v=Pizz1f8XQ

Innocent Smoothies Success
Inside and behind the scenes at innocent drinks

- 2. What evidence is there from the video that makes Innocent a great company to work for?**

- 3. How long is Innocent's induction training and what does it involve?**

4. Why are 'freedom' and 'communication' so important to Innocent's success?

5. What do you think are the main reasons for Innocent's success? Explain your answer.

Getting creative

Innovation is an essential part of a business's success. New product development will enable a business like Innocent to meet changing customer needs and tastes, so now it's time to get your thinking cap on. Use the space below to design a potential **NEW** idea for Innocent. It could be a new flavour smoothie or meal, or something completely different. Be sure to label your design/ingredients!

6. Why might your idea prove successful if Innocent decided to use and launch it onto the market?
