

Transition from GCSE into A-Level Business Studies

Introduction

Students of this course will study business in a variety of contexts (e.g. large/small, UK focused/global, service/manufacturing) and consider:

- the importance of the context of business in relation to decision making
- the interrelated nature of business activities and how they affect competitiveness
- the competitive environment and the markets in which businesses operate
- the influences on functional decisions and plans including ethical and environmental issues
- the factors that might determine whether a decision is successful e.g. the quality of data and the degree of uncertainty
- how technology is changing the way decisions are made and how businesses operate and compete
- the impact on stakeholders of functional decisions and their response to such decisions
- use of non-quantitative and quantitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages)
- the impact of technology on strategic decision making
- the influences of Corporate Social Responsibility, ethical and environmental issues on strategic decisions
- the difficulties in forecasting future trends
- the importance of assessing feasibility and risk when making strategic decisions
- the impact on stakeholders of strategic decisions and their response to such decisions.

Your tasks

1. Create a fact file based on two businesses. In this fact file include background information on the chosen companies, including their history, products / services sold, a brief overview of their competitors, and at least two news articles about each business.
2. Research ownership structure of businesses (sole trader, partnership, private limited company, plc, franchise) and note the advantages and disadvantages for each type of ownership. You must be able to explain the concept of unlimited and limited liability.
3. Select an entrepreneur of your choice and explain how their skills and characteristics have helped them to be a success. This entrepreneur can be from one of the businesses covered in task 1.

Recommended reading:

<http://www.bized.co.uk>

www.tutor2u.com

www.bbc.co.uk/news/business/

Folder preparation

In preparation for taking A-level Business Studies you should obtain a ring-bound file or folder, and set up headed sections for the following:

- An exercise book for each teacher.
- A copy of the course “big picture” with MTG / Personal target
- A copy of “What you need to know” by unit
- Assessment tracker – to be completed after each assessment / piece of marked work
- Folder check sheets
- Home-works
- Essay & exam technique guidance

Exercise books and links to copies of materials mentioned above will be provided in the first lesson.