

**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. You will then hand them in to one of your Business teachers.

We expect you spend at least 5 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 item of clothing 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

## 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? Explain.**

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

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

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

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**5. Why are more businesses operating online (e-commerce)?**

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**6. What qualities and skills make a good leader and why?**

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

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**8. Why are staff so important to a business?**

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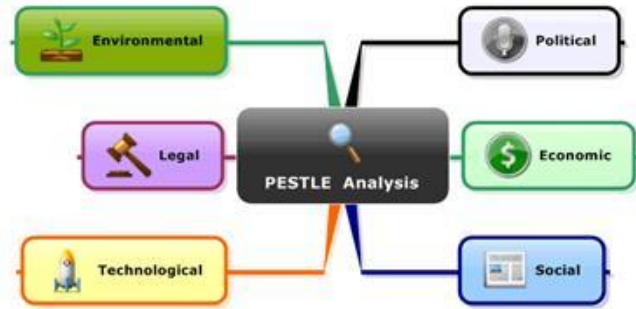
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## Task 2: Understanding the impact of the external environment

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:

- Political
- Economic
- Social
- Technological
- Legal
- Environmental



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   |
|---|--|--|
| <p><i>E.g. Changing political party</i></p> | <p><i>E.g. Interest rate changes</i></p> | <p><i>E.g. The UK has an ageing population</i></p> |

| TECHNOLOGICAL                            | LEGAL   | ENVIRONMENTAL   |
|--|---|---|
| <p><i>E.g. computer aided design</i></p> | <p><i>E.g. Introduction of the National Living Wage</i></p> | <p><i>E.g. Alternative energy sources like solar panels</i></p> |

**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?

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

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

|                      |  |
|----------------------|--|
| <b>Political</b>     |  |
| <b>Economic</b>      |  |
| <b>Social</b>        |  |
| <b>Technological</b> |  |
| <b>Legal</b>         |  |
| <b>Environmental</b> |  |

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### 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.

Follow the below link and watch the video clip to help with these questions:

<https://www.youtube.com/watch?v=SFcCqkT4ATQ>

You can also research the answers on the internet.

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

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

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## 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? Explain fully.

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## Task 4: Practising Exam Technique...

Exam technique is vital when studying A-Level Business. You have been used to 12-mark questions, now let's do a 25-mark question!

**A business wants to increase the productivity of its workforce.**

**To what extent is the greater use of delegation likely to be an effective way for the business to achieve this? [25 marks]**

To answer this question, you need to use PeCan Pie x2 and an AJIM.

You're used to PeCan and AJIM, you just need to work on the Pie.

Pie stands for point included evaluation. So, once you have created your PeCan (using 3 jumps like at GCSE) you need to evaluate your point. Evaluation means discussing both sides of an issue. Therefore, we recommend your Pie section starts with:

- However, this may not always be the case...
- However, this depends on...

These are clear sentence starters to help you get started with your Pie. Again, similar to your CAn paragraph, you need 3 jumps in your Pie (which means that, this could lead to, the effect of this is).

There is a plan below, then have a go at writing a 25-mark answer. I've added in some tips to get your started!

**Pe-** Delegation IS an effective way to increase the productivity of its workforce... This is because...

**CAn-** which means that, this could lead to, the effect of this is (*tip: at A Level we like to include real life Business examples in our CAn paragraphs when necessary, try and think of a business that uses successful delegation*)

**Pie-** However this is not always the case as delegation may prove detrimental if employees are not trained effectively. This is because... which means that, this could lead to, the effect of this is.

**Pe-** Delegation IS NOT an effective way to increase the productivity of its workforce... This is because... (Here you may suggest another method that a business could use to increase productivity such as monetary/non-monetary benefits)

**CAn-** which means that, this could lead to, the effect of this is (*tip: at A Level we like to include real life Business examples in our CAn paragraphs when necessary, try and think of a business that has used delegation and it has not been successful.*)

**Pie-** However this is not always the case, as ... (this could then be an evaluation of your recommendation e.g. monetary / non-monetary benefits)

**A-** Answer the question (it is important you are actually using the words from the question to form your answer.

**J-** Justify why you have said this

**I-** It depends on (at A-Level we like 3 it depends on for a 25 marker, so think carefully!)

**M-** Most important reason for your answer.

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## Task 5: Presenting...a Business in the Real World

**You are to create a 5-minute presentation on a chosen business. This can be ANY business. Make it look nice, include pictures, facts etc. In your presentation, you need to include:**

- The name of your business
- The ownership structures
- The aims and objectives
- The stakeholders
- Information on management and leadership
- Market segment/ target market
- About the Marketing mix (product, price, place, promotion)

- Operational information (type of production, quality checking)
- Importance of predicting financial information for your business
- Any financial information you can find (costs, revenue, profit)
- Recruitment and selection process

**Good luck 😊 If you need any help, please email any of the teachers listed on the first page.**

**This bridging project is due in the first week back in September. Please hand this to your teacher to mark. Once you know who your teachers are, you will need to email them your presentation.**