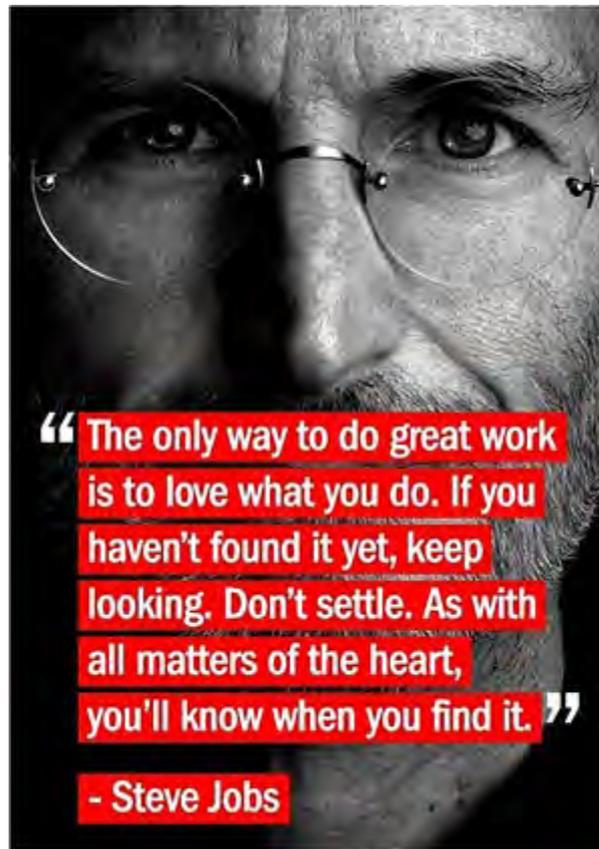




Coloma Sixth Form

# A Level BUSINESS



Please join the **A Level Business Year 1 Google Classroom** as soon as possible. The code is **e7moqou**. If you are joining Coloma as an external student, you may not be able to do this until the start of the school year.

Business is front page news. The way companies operate is under greater scrutiny than ever before and television programmes like The Apprentice and Dragons Den have raised the profile of Business to a new generation. A Level Business enables students to engage with, explore and understand business behaviour and develop a critical understanding of what business is and does.

## Course Content

### Year 1:

- What is business?
- Managers, leadership and decision making
- Decision making to improve marketing performance
- Decision making to improve operational performance
- Decision making to improve financial performance
- Decision making to improve human resource performance

### Year 2:

- Analysing the strategic position of a business
- Choosing strategic direction
- Strategic methods: how to pursue strategies
- Managing strategic change

The specification is dynamic and engaging, taking a holistic approach to the subject and investigating and analysing a wide range of contemporary business issues. It includes relevant topics in today's society such as digital technology and e-commerce, business ethics, international business and globalisation. This programme provides a worthwhile and interesting course and the material studied will be valuable for candidates intending to pursue careers in any area of business.

- Do you fancy yourself as the head of a successful business?
- Got some great ideas for new products or services?
- Maybe you want to work for a large company in marketing or management?
- ..... or start a business from home?

No matter what your vision, this course gives you a powerful start to launch you to becoming a successful business person. All the key topics of starting and running a business are covered and our results reflect a strong team of teachers and committed students.

Link to AQA specification:

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/specification-at-a-glance>



## Getting Prepared

The following is a list of the stationery that we recommend you have so that you are prepared and well organised throughout the course.

- 2 x lever-arch files
- Dividers (these should be used to divide sections of the specifications)
- A set of highlighter pens (these will be used to highlight articles, notes, case studies and examination questions)
- A supply of lined paper
- A different colour pen to peer assess with
- Pen, pencil, ruler
- Calculator

Your teacher may provide you with a text book to borrow. You will need to return this (in the same condition as you received it in) at the end of the course.

## Classroom expectations

At Sixth Form, it is expected that students take a more pro-active approach to their studies and develop independent learning skills. In Business, it is important to foster a mature and professional working environment that gives students an opportunity to learn. Part of this is taking responsibility for your progress. Therefore, you will be referred for additional study sessions if it is felt that you require extra time to consolidate your knowledge and exam technique. If you feel you require any help and/or guidance with your work, please speak to your teacher.

The following is expected:

- **Conduct and behaviour** in lessons should reflect that of a professional working environment. If your behaviour does not allow learning to occur, you will be reminded of this and you may be asked to leave the lesson and sent to the study room to continue your work. If this occurs, you will be referred to the Head of Year to explain your conduct.
- **Folders** are to be brought to every lesson. The stationary listed above must also be brought to every lesson. It may not be possible to bring in your text book every lesson due to the weight of it but it must be secured either in your locker or kept at home in a safe place. Your teacher may ask that you bring your text book in at any time. You may decide that you wish to bring your revision guide into every lesson.
- You must **turn up on time to every lesson**. It is very disruptive to have students walking in late and is not fair on the rest of the group. Your teacher will not wait for you to start the lesson. If a pattern emerges of continued **poor punctuality**, this will be referred to the Head of Year.



- If you are **absent from a lesson**, it is your responsibility to catch up on the missed work. You will be expected to contact your teacher to ask for work. It may well be the topic that comes up in a future assessment, mock examinations or your final A Level exams. Do not rely on your peers, as they are not the subject specialists.

### **Assessment and homework expectations**

You will be **assessed at least once every half-term** by each teacher. You will also be expected to complete additional homework tasks for both teachers as and when requested. If you do not meet the deadline set, your teacher will give you 24 hours to complete the work. If the work is still not submitted, a phone call will be made home or an email will be sent to alert your parents/guardians. Your teachers will not mark work that is submitted beyond the 24 hours deadline. You must ensure that you read all written feedback as well as listen to all verbal feedback. You must act on the feedback given so that it should influence subsequent pieces of work. This will enable you to make progress.

### **General Tips for Success**

- Attend all lessons. Poor attendance equals poor grade. At A Level missing 2 or 3 hours of lessons can be a lot of work to catch up. If you have to miss a lesson, ensure you get notes from your teacher or other students.
- Whilst your notes are really important, at A Level you need more! You need to listen in class, participate in tasks and discuss topics in small groups and with your teacher, complete your homework and assessments and read about/research the topics by yourself to complement your learning and understanding.
- You also need to be aware of what is going in the business and world so... read relevant online magazines. daily news articles, listen to business sections on the radio and watch business programmes!
- Before a lesson, refresh your knowledge about what you did in the previous lesson. This will enable you to consolidate on your learning and will aid with your revision.



**Summer work** (this is optional and will not need to be submitted)

**Task one**

Research one of the sections below. Prepare a PowerPoint presentation that incorporates the key information about the section.

1	<b>Types of management and leadership styles</b> <ul style="list-style-type: none"> <li>the Tannenbaum Schmidt continuum</li> <li>the Blake Mouton grid.</li> </ul>	2	<b>Product decisions</b> <ul style="list-style-type: none"> <li>Boston Matrix</li> <li>Product Life Cycle</li> </ul>
3	<b>Influences on job design</b> <ul style="list-style-type: none"> <li>Hackman and Oldham’s model.</li> </ul>	4	<b>The benefits of motivated and engaged Employees</b> <ul style="list-style-type: none"> <li>F.W Taylor</li> <li>Maslow</li> <li>Herzberg</li> </ul>
5	<b>The value of different measures of assessing business performance</b> <ul style="list-style-type: none"> <li>Kaplan and Norton’s Balanced Scorecard Model</li> <li>Elkington’s Triple Bottom Line (Profit, People,Planet).</li> </ul>	6	<b>How to compete in terms of benefits and price</b> <ul style="list-style-type: none"> <li>Porter’s low cost, differentiation and focus strategies</li> <li>Bowman’s strategic clock</li> </ul>
7	<b>How to manage and overcome the problems of growth or retrenchment</b> <ul style="list-style-type: none"> <li>Greiner’s model of growth</li> </ul>	8	<b>Managing international business including pressures for local responsiveness and pressures for cost reduction</b> <ul style="list-style-type: none"> <li>Bartlett and Ghoshal’s international, multidomestic, transnational and global strategies.</li> </ul>
9	<b>Barriers to change</b> <ul style="list-style-type: none"> <li>Kotter and Schlesinger’s four reasons for resistance to change.</li> <li>Kotter and Schlesinger's six ways of overcoming resistance to change.</li> </ul>	10	<b>The importance of organisational culture</b> <ul style="list-style-type: none"> <li>Handy’s task culture, role culture, power culture and person culture</li> <li>Hofstede’s national cultures.</li> </ul>

**Task two**

Find an article online about a Business of your choice. It could be about a retailer (shop), a manufacturer, a travel company, a restaurant etc..... It could be about any aspect of their business for example, about their profits, their marketing / advertising, a new product / service, their staff, their ethics, quality problems, information about a merger etc...

Once you have found your article, read it carefully and then write a reflection i.e. Why did you choose this article? What has it made you think about? What have you learnt as a result of reading it? What surprised or particularly interested you?



## Course reading/listening/watching

### Documentaries

If you have access to on demand programs, Netflix or Amazon prime, watch some of the documentaries and films listed below and make some notes about the topics that they cover, the questions that are asked, the issues that are raised.

- The Nine to Five with Stacey Dooley - **BBC iPlayer**
- Tricky Business - <https://www.channel4.com/programmes/tricky-business> **Channel 4 On Demand**
- Beauty Laid Bare - **BBC iPlayer**
- The True Cost - **Netflix**
- Broken – Episode on IKEA - **Netflix**
- Flat pack empire – **BBC2 iPlayer**
- Inside Cadbury chocolate secrets unwrapped - <https://www.youtube.com/watch?v=BB3lJuMNUEk>
- Food unwrapped - **Channel 4 on demand**
- Inside the supermarket - [https://www.youtube.com/watch?v=\\_qwucutFTsQ](https://www.youtube.com/watch?v=_qwucutFTsQ)
- Panorama Amazon: What they know about us – **BBC iPlayer**
- Panorama Amazon: The Truth Behind the Click – **BBC iPlayer** and/or <https://www.youtube.com/watch?v=JwrUYS9UTeU>
- Pepsi vs Coke – **Amazon prime video**
- Jobs Vs Gates: The Hippie and The Nerd – **Amazon prime video**
- Starbuck unfiltered – **Amazon prime video**
- Facebook – Cracking the code – **Amazon prime video**
- Data centre the true cost of the internet – **Amazon prime video**
- Learn from The Experts - Jeff Bezos, Amazon Founder – **Amazon prime video**
- Learn from The Experts - Elon Musk, Tesla and SpaceX – **Amazon prime video**
- The millennial dream – **Amazon prime video**
- Business mindset for success – **Amazon prime video**
- Steve jobs – Billion Dollar Hippie – **Netflix**
- American Factory – **Netflix**
- Inside Waitrose – **Channel 5 on My5**
- Inside the factory – **BBC2**
- Dragons Den – **BBC2**

### Films

- The Founder – Dvd – **Amazon prime video or Netflix** – Franchising



## Books

- Deep Water Horizon – DVD - **Amazon prime video** – Ethical issues
- Trump – What’s the deal – **Amazon prime video**
- The Internship – **Amazon Prime video**
- The Social Network – **Netflix**
- The Big Short – **Netflix**
- The Great Hack – **Netflix**
- Enron: the smartest guys in the room – **Amazon Prime** and lots of analysis on YouTube

## Radio

- The Bottom Line – BBC Radio 4
- In Business – BBC Radio 4

## Ted talks

How to make a splash in social media – Alexis Ohanian	Everyday compassion at Google – Chade-Meng Tan	Rory Sutherland - Life lessons from an ad man
Do the green thing – Andy Hobsbawm	Dan Pink - The Puzzle of Motivation	Seth Godin - How to get your ideas to spread
How to succeed? Get more sleep – Arianna Huffington	Nilofer Merchant - Got a Meeting? Take a Walk	Steven Johnson - Where good ideas come from
Let’s raise kids to be entrepreneurs – Cameron Herold	Simon Sinek - How Great Leaders Inspire Action	What it takes to be a great leader - Roselinde Torres.
What physics taught me about marketing – Dan Copley	Sheryl Sandberg - Why We Have Too Few Women Leaders	Harish Manwani - Profits not always the point
How to start a movement – Derek Sivers	Gayle Tzemach Lemmon - Women entrepreneurs, example not exception	Chairman Gooch - ‘Let’s launch a new era of Business’
Evan Williams - The voices of Twitter users	Richard Branson - Life at 30,000 feet	Sheena Iyengar - How to make choosing easier
Smart failure for a fast-changing world – Eddie Obeng	Robin Chase - Excuse me, may I rent your car?	Two reasons why companies fail- Knut Haanaes
Josh Luber - Why sneakers are a great investment	Audrey Choi - “How to make a profit while making a difference”	Amy Cuddy – How Body Language Shapes Who You Are



Ludwick Marishane - A bath without water	Bill Gross - The single biggest reason why start-ups succeed	Sebastian Thrun - Google's driverless car
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**News and business related articles**

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

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

