

**WEST COVENTRY  
ACADEMY  
SIXTH FORM**



**SUBJECT TRANSITION BOOK**  
**Sumer 2019**

**BUSINESS**

**STUDENT NAME:**

This booklet has been prepared by business staff for you to read and the work contained in it will ensure that you get off to the best possible start in this subject area. It is very important that you read this booklet carefully over the summer and have a thorough attempt to complete the work and submit it at the start of the year to your subject teacher in the very first lesson. This will be the first impression you create and is a real indicator of how seriously you are prepared to be in your studies.

## AS and A-Level Business

### The key staff are:

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| Mr Griffin – Year 13 Learning Manager, West Coventry Academy<br><i>StaffJGG@westcoventryacademy.org</i> |
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| Mrs Tasker – Assistant Head, West Coventry Academy<br><i>StaffSJT@westcoventryacademy.org</i> |
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## Course Details

**Course Title:** AS and A-level Business

**Exam board:** AQA

**Exam Code:** AS – 7131                      A Level – 7132

**Exam Board web site:** [www.aqa.org.uk](http://www.aqa.org.uk)

**Assessment method:** The Business Studies AS level is assessed by two 90 minute examinations and the A Level by three 2 hour examinations.

**Minimum requirement:** Standard entry requirements of five A\*-C grades including English language and mathematics. It is not necessary to have studied Business Studies at GCSE level.

### About the course

Business Studies is a popular academic course that is firmly grounded in the reality of the dynamic business environment. Students will study business in a variety of contexts from small, UK businesses to large global manufacturers and service industries. They will learn about the interrelated nature of business using business models, theories and techniques to support analysis of contemporary business issues and situations e.g. what made Google decide to withdraw Google Glass from sale? What effect has the merger of Heinz and Kraft had on the supermarkets and the food business in general? Students achieve good results in this subject and are taught in dedicated rooms with computers to use regularly. The subject explores the nature of businesses at all levels and how decision making helps improve competitiveness. This is studied through the arena of marketing, finance, operations and human resources where students are encouraged to think like managers and directors where millions of pounds may be at stake.

## AS Business:

**Paper 1** is 50% of the AS qualification and consists of 10 multiple choice questions, short answer questions and two data response stimuli with questions. It covers the whole of the specification content.

**Paper 2** is 50% of the AS qualification and comprises a compulsory case study consisting of approximately seven questions. It covers the whole of the specification content.

## A-Level Business:

**Paper 1** which is 33.3% of the A-level qualification and consists of 15 multiple choice questions, short answer questions and two essay questions. It covers the whole of specification.

**Paper 2** which is 33.3% of the A-level qualification and comprises 3 data response questions made up of three or four part questions. It covers the whole of specification.

**Paper 3** which is 33.3% of the A-level qualification and contains one compulsory case study followed by approximately six questions. It covers the whole of specification.

## Academic and Career Pathways

Business Studies provides you with the skills required to study at a higher level whilst also developing the background knowledge that will be useful in the work place. Students who have studied Business Studies in the past have followed a wide range of pathways including university, training schemes, employment and successfully starting their own entrepreneurial ventures. For university the course is particularly suitable preparation for Business Studies, Management, Accounting and Economics.

## What equipment will be needed for the subject?

An A4 ring binder

Dividers

Lined paper

Pens, pencils rulers

A calculator

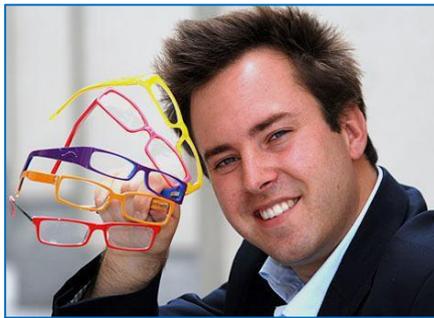
**Please complete the following assignments over summer ready to hand in on the very first lesson in this subject:**

## Activity 1 – An entrepreneur’s story.

Read the case study below about an entrepreneur and their business start-up story. Then answer the questions below.

Entrepreneur : Jamie Murray Wells – Glasses Direct

**Jamie Murray Wells** is the founder and Executive Chairman of Glasses Direct, which he started at university. Studying for his final exams at university, Jamie discovered he needed to wear glasses. After visiting his local optician he was so staggered by the £150 price tag. “I got fleeced £150 for a pair of glasses. I looked at them and thought, it’s just a bit of wire and glass, why does it need to cost so much?”



So I looked into the costs and found that they could be made for around £15 a pair. I sent my prescription to the lab and then had two pairs that looked the same; the difference was that one cost £150 and the other £15. I realised there was an opportunity here to pass on these savings to customers, so I got together with some university friends, hired a web developer and used the last £1,000 of my student loan to get it started. “

After finding a laboratory to support his idea for providing better value prescription glasses, he set up shop in his parents' front room with friends and family helping out. Word began to spread and within two months of trading, the phone was ringing constantly, and the orders began pouring in. With thousands of enquiries by the end of his summer holidays, what had begun as a sideline had become a real business meeting a real need. **Glasses Direct, the first online prescription glasses retailer was born.**

The business grew in popularity and he raised £700,000 through various business angels (venture capitalists) as well as friends and family. They moved to new premises and hired a team of staff to help with the operations. In the first year they had turned over in excess of £1m and probably saved the UK public many times that amount on their prescription glasses.

Despite early threats of legal action, and pressure on his suppliers from high street brands, Jamie fought to fully establish Glasses Direct in the optical market place, and eight years later, the 29 year-old has seen the company grow to become the largest online retailer of prescription glasses in Europe. The company now ships a pair of glasses every few minutes round the clock, and has saved the UK public in excess of £40 million pounds on their glasses.

According to Jamie it was possible to start up with so little capital thanks to their suppliers – “they would hold the stock for us, send the completed glasses out to customers and invoice us 30 days later. As we were taking payments upfront from customers, this enabled us to get the

business going.

I watched cash flow like a hawk, and was also helped by the diminishing costs of technology and software at the time, after the dot com bubble. Other than this, I had all my friends working for me, and even kicked my sister out of her bedroom so I could use it as an office. I was the customer services, marketing, PR and accounts departments rolled into one.

**TASK: Answer the questions below based on the examples above and your own knowledge:**

1. What is an entrepreneur? **(2 marks)**
2. What characteristics did each of these entrepreneurs have that made them successful? **(4 marks)**
3. How important is market research in ensuring new business ideas are successful? **(6 marks)**
4. What methods can entrepreneurs use to raise the finance necessary to start up? **(4 marks)**
5. Both entrepreneurs spotted a gap in market:
  - a. What gap did they spot? **(2 marks)**
  - b. How important do you think it is to spot a gap in the market for a new small business? **(6 marks)**
6. What are the biggest obstacles to starting up a successful new business venture? **(4 marks)**
7. "Without the entrepreneurial skills demonstrated by those in the case studies, these businesses would not have succeeded." To what extent do you agree with this statement? **(10 marks)**

## Activity 2: Global Brands Quiz

Below are the top 15 most valuable global brands in 2011 according to Inter brand. However they are not in the correct order.

|   |   |   |   |   |
|---|---|---|---|---|
|  |  |  |   |  |
|  |  |  |   |  |
|  |  |  |  |  |

**TASK: Put the brands in the correct order from most valuable to least in the table below.**

|     |     |     |     |     |
|-----|-----|-----|-----|-----|
| 1.  | 2.  | 3.  | 4.  | 5.  |
| 6.  | 7.  | 8.  | 9.  | 10. |
| 11. | 12. | 13. | 14. | 15. |

### Activity 3: Who is enterprising?

Look at the people below write down who they are and the company they are famous for starting.



4.



6.



5.



1.



3.



2.



7.



8.

## Reading List

Books, newspapers and magazines

Any good AQA textbook will help you with the independent work outside of school.

### A-Level textbooks

AQA A-level Business Year 2 Third Edition (Wolinski & Coates)

AQA Business for A-level Year 2 (SurrIDGE & Gillespie)

### AS textbooks:

AQA A-level Business Year 1/AS Third Edition (Wolinski & Coates)

AQA Business for A-level Year 1/AS (SurrIDGE & Gillespie)

### Other good sources to read:

**Revision guides** such as the CGP Business Studies for AQA – AS & A-Level Revision Guide

**Business Review magazine** – Students will be able to access this when they start at WCSF because copies are available in the Study centres or library.

A **good quality newspaper** (Particularly the business section) such as; The Guardian, The Times, The Telegraph, The Independent or the I for a more concise read.

**Books and autobiographies** written by famous entrepreneurs such as Howard Schultz, Terry Leahy, Richard Branson, Alan Sugar, Karan Bilimoria, Duncan Bannatyne, Deborah Meaden, Peter Jones, Theo Paphitis, Fraser Doherty etc

### Recommended Television shows/videos to watch

**The Foods That Make Billions (BBC, 2011)** A BBC series about how big business feeds us by transforming simple commodities into everyday necessities and highly profitable brands. There are three episodes which can be found on YouTube:

**Business Nightmares with Evan Davis (BBC, 2011)** - A BBC series about how even the world's top companies make mistakes. Insiders reveal how plans that seemed like a good idea turned into commercial calamities. All three episodes can be found on YouTube in four parts:

**Doomed Designs** -

[www.youtube.com/watch?v=UxStG3b76sE](http://www.youtube.com/watch?v=UxStG3b76sE)

**Marketing Mess-ups** -

[www.youtube.com/watch?v=9CtM0vCOCDg](http://www.youtube.com/watch?v=9CtM0vCOCDg)

**Disastrous Decisions** -

[www.youtube.com/watch?v=YsXMuVq1MZI](http://www.youtube.com/watch?v=YsXMuVq1MZI)

**Steve Jobs: Billion Dollar Hippy (BBC, 2011)** – A BBC documentary on the history of Apple and Steve Jobs. It can be found on YouTube - [www.youtube.com/watch?v=0Q-11cSNshc](http://www.youtube.com/watch?v=0Q-11cSNshc)

**BBC Mark Zuckerberg Inside Facebook (BBC, 2011)** – A BBC documentary on the history of Facebook and Mark Zuckerberg. It can be found on YouTube - [www.youtube.com/watch?v=bMMei5NWDrQ](http://www.youtube.com/watch?v=bMMei5NWDrQ)

### **Dragons Den**

**RBS - Inside The Bank That Ran Out Of Money (BBC, 2011)** – A BBC documentary on the rise and fall of the Royal Bank Of Scotland under Fred Goodwin. It can be found on YouTube - [www.youtube.com/watch?v=st40Gps08KI](http://www.youtube.com/watch?v=st40Gps08KI)

**BP - In Deep Water (BBC, 2010)** – A BBC documentary on BP and the Deepwater Horizon oil spill. It can be found on YouTube - [www.youtube.com/watch?v=53KJecfzgjQ](http://www.youtube.com/watch?v=53KJecfzgjQ)

**BBC Panorama** – [www.bbc.co.uk/programmes/b006t14n](http://www.bbc.co.uk/programmes/b006t14n) - The long running BBC current affairs programme, featuring interviews and investigative reports on a wide variety of subjects but often business related. In the past there have been relevant episodes such as The Big Squeeze, How to Survive the Meltdown and The Truth about Supermarket Price Wars. These documentaries are often available for up to a year after broadcast.

### **Useful websites**

[www.tutor2u.net](http://www.tutor2u.net) – **Tutor2u** is an essential Business Studies resource for all students. It contains an excellent Blog with relevant news stories, exam advice and analysis of topical events. It also has various quizzes, revision notes and Power Points for free.

[www.bbc.co.uk/news/business](http://www.bbc.co.uk/news/business) - Keep up to date with current events in the business world through the **BBC website Business news section**. Very easy to read and many helpful articles to gain real examples of the theory learnt in class. Vital for success in A2.

[www.guardian.co.uk/business/uk-edition](http://www.guardian.co.uk/business/uk-edition) - The **Guardian newspaper Business section**. Slightly more in-depth look at business current events and still free to access on-line.

[www.independent.co.uk/news/business](http://www.independent.co.uk/news/business) - The **Independent newspaper Business section**. Another great source for business stories and again still free on-line.

[www.thetimes100.co.uk](http://www.thetimes100.co.uk) - **The Times 100** contains case studies, revision notes and quizzes on a range of firms

[www.aqa.org.uk](http://www.aqa.org.uk) - **AQA** exam board for A-level Business Studies containing full resources, specification, past papers and answers and exemplar student material.

### **How will the work produced here fit into subsequent work and the specification as a whole?**

The first unit of the AS course explores the planning and financing of new businesses, whilst the second unit looks at growing businesses and how these are managed. Whatever business is investigated and whichever of the topics chosen, this work will increase your understanding of either or both these units.

Completing these assignments will introduce you to the language of the course and allow you to really get involved in the first few weeks of teaching.