

**WEST COVENTRY
ACADEMY
SIXTH FORM**



**SUBJECT TRANSITION BOOK
Summer 2022**

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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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

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

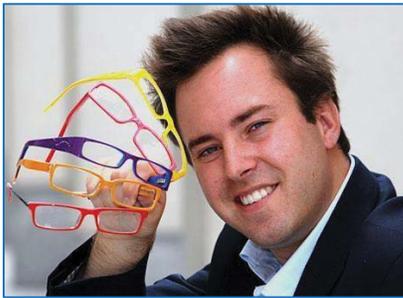
A calculator

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?



1.



2.



3.



4.



5.



6.



7.



8.

Additional Activities

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.

Activity: Summarise the documentary/film on an A4 page using the 5 Ws: When? Who? Where? What? Why? If appropriate, add a 6th W: What next?

- 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=BB3IJuMNUEk>
- Food unwrapped - **Channel 4 on demand**
- Inside the supermarket - <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**

Books/Audiobooks

Books for wider reading

If you have access to Google Books, Amazon e-books, audio books or any other such online facility, read one of the suggestions below.

Activity: Write a book review. If you're stuck on what to say, imagine you're talking to someone who is asking you whether they should read the book.

1. Start with a couple of sentences describing what the book is about: write a synopsis.
2. Discuss what you particularly liked about the book: why should students read this book?
3. Mention anything you disliked about the book
4. Give some key facts
5. Try and list some of the A level concepts mentioned in the topics list.
6. Round up your review: Summarise some of your thoughts on the book by suggesting the type of reader you'd recommend the book to. For example: younger readers, older readers, fans of relationship drama/mystery stories/comedy. Are there any books or series you would compare it to?
7. Give the book a rating, for example a mark out of five or ten, if you like!

- Anyone can do it – Duncan Bannatyne
- The Rise And Fall Of Marks & Spencer - and How It Rose Again – Judi Bevan
- What You See Is What You Get: My Autobiography - Alan Sugar
- Management in ten words - Terry Leahy
- Screw it lets do it – Richard Branson
<https://www.youtube.com/watch?v=h9FkeyvdA2M>
- The Virgin Way – Richard Branson
Audio Book (free) - <https://www.youtube.com/watch?v=5wz40rdz7i4>
- The New One Minute Manager – Blanchard & Johnson
Audio Book (free) - <https://www.youtube.com/watch?v=ar4lrwXM4ao>
- Wake Up and Change Your Life by Duncan Bannatyne
https://www.youtube.com/watch?v=zqLVkMeJwE4&list=PLosYlqqowJvECmirOpdII_Ynw5Lb4M-Tf&index=10&t=0s

Topical business news articles and videos

Get the BBC and the Guardian news apps and check the Business headlines every day, read 2-3 good articles a week.

Activity: Pick an article of your choice and summarise your findings on an A4 page using the 5 Ws: When? Who? Where? What? Why? If appropriate, add a 6th W: What next?

Below are some ideas to get you started:

- Impact of Coronavirus: <https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>

- Impact of Coronavirus on cash flow and liquidity: <https://www.reuters.com/article/us-health-coronavirus-easyjet/big-uk-airlines-ground-most-of-their-fleets-to-survive-coronavirus-idUSKBN2130S9>
and https://www.bbc.co.uk/news/business-52027342?intlink_from_url=https://www.bbc.co.uk/news/topics/c77jz3mdmy3t/iag&link_location=live-reporting-story
- Non-price factors affecting demand: <https://www.bbc.co.uk/news/amp/business-52066454>
- Corporate Social Responsibility: <https://www.tutor2u.net/business/reference/corporate-social-responsibility-during-the-coronavirus-pandemic>
- Food supply: <https://www.bbc.co.uk/news/business-52020648>
- Agriculture, food supply and migration: <https://uk.reuters.com/video/watch/the-race-to-save-americas-harvest-idOVC7O0TEN>
- Oil industry retrenchment: <https://www.theguardian.com/business/2020/apr/01/bp-to-cut-spending-amid-most-brutal-oil-price-rout-in-decades>
- On Twitter, search for posts with the handles #Theme1 #alevelbusiness and follow the authors
- On Twitter, follows @revisionstation, @tutor2business, @twoteachers.

Quantitative skills

Activity: Listen to the video below and practice some calculations

- Index numbers: <https://www.tutor2u.net/business/reference/quantitative-skills-in-a-level-business-index-numbers>
- Percentage change : <https://www.tutor2u.net/business/reference/business-maths-calculating-percentage-changes>
- Exchange rates <https://www.tutor2u.net/business/reference/business-maths-exchange-rates>
- All other quantitative skills for the whole course are referenced here: <https://www.tutor2u.net/business/collections/business-maths>

Biz Quiz

Activity: test your knowledge of current affairs.

Click on the links below and for all questions that are incorrect, find the relevant news article and read about it.

- <https://www.tutor2u.net/business/blog/the-biz-quiz-6-march-2020>
- <https://www.tutor2u.net/business/blog/the-biz-quiz-13-march-2020>
- <https://www.tutor2u.net/business/blog/the-biz-quiz-27-march-2020>

And try the quiz for subsequent weeks



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

Online websites

Find the online courses below and go through the course content.

Activities

Make revision cards for keywords

Make mind maps with pros and cons of various concepts, e.g. pros and cons of a franchise.

Make a formula list and add some example calculations

- Seneca Learning – search for A level Business then choose AQA
<https://www.senecalearning.com/> then study Theme 1 topics in order
- Tutor2u reference library – <https://www.tutor2u.net/business/reference>
- YouTube videos – subscribe to the following channels: [tutor2u](#), [TakingTheBiz](#), [Business As Usual](#)
- www.aqa.org.uk - **AQA** exam board for A-level Business Studies containing full resources, specification, past papers and answers and exemplar student material.

Podcasts

Activities

Make revision cards for keywords.

Draw diagrams and label them.

Make mind maps with pros and cons of various concepts, e.g. pros and cons of a franchise.

Make a formula list and add some example calculations

Efficiency and productivity

<https://www.listenotes.com/podcasts/revise-a-level/operational-performance-zqDYtCScRly/>

Pricing

<https://www.listenotes.com/podcasts/revise-a-level/decision-making-pricing-a-l7Jkg6TS-sc/>

Pricing decisions

<https://www.listenotes.com/podcasts/revise-a-level/a-level-business-pricing-104HhoZXA3T/>

A good business student not only knows their theory, i.e. the content that is on the specification, but also thinks business. Business is a subject that surrounds us all day every day. We start to spot the actions taken by businesses and ask "Why?"; we start to question how we interact with business and the factors that influence our decisions; we start to question what is happening in society and the economy. A good business student is inquisitive.

Start by thinking about what you already know and what your perceptions are. In less than 15 words sum up what you think about Aldi.

Who are the key players in the UK's supermarket industry?

The pie chart below shows what % of the market the 6 biggest UK supermarket chains control. Use your existing knowledge of the industry to try and identify which segment of the chart represents which supermarket chain. 10% of the chart can just be labelled 'other'.

Market share in the UK supermarket industry



Check your answer, Supermarkets.

https://drive.google.com/open?id=1ebzCf6_2Uu7rNbUmBAJ-ayEWMYhHy-Rv

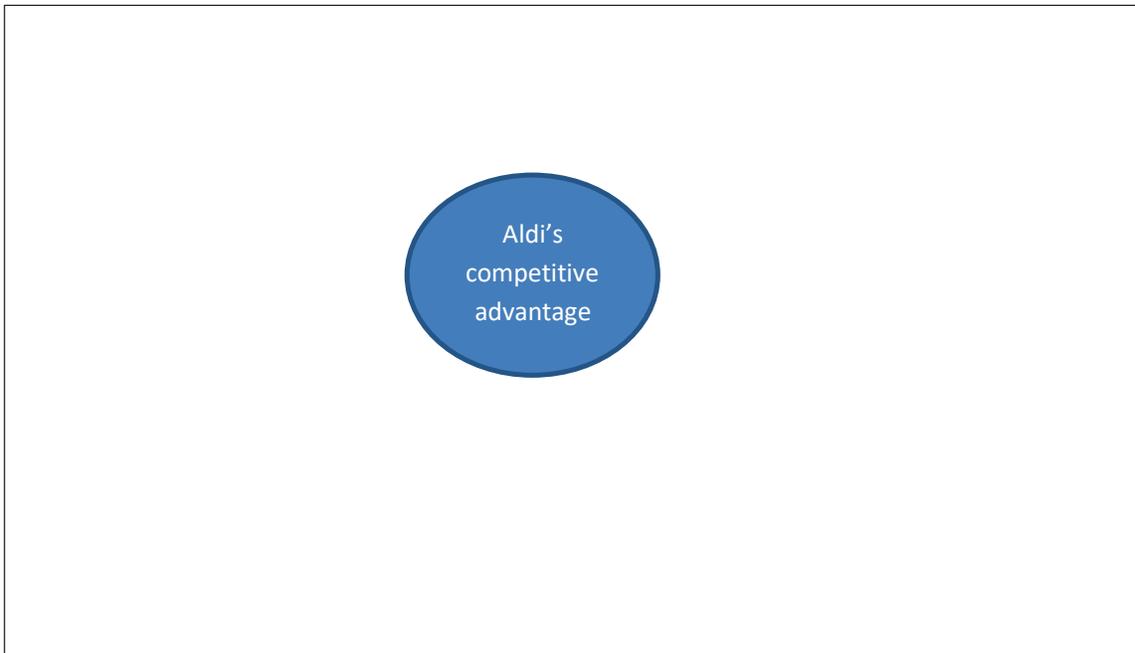
Market share is the % of an industry controlled by one business. In the example above we could say that:

_____ is the dominant business in the UK supermarket industry with a market share of _____%. We call this application, applying our knowledge to a specific business or industry.

We would describe the industry as competitive. What do you think this means?

A business will therefore take actions to try and gain market share by having a **competitive advantage**. This means a feature or features of the business that allows it to perform better than others in the industry. Watch the first part (approx. 15 mins.) of the Channel 5 documentary "Inside Aldi". Draw a spider diagram to show any actions that you think Aldi takes to gain a competitive advantage.

<https://www.channel5.com/show/inside-aldi-britains-biggest-budget-supermarket/>



Whilst watching this video you were introduced to some key business concepts.

The **marketing mix** is the combination of elements of marketing that are used to influence customers buying habits. The four Ps of the marketing mix are product, place, price and promotion.

Depending on the exam board you are following there may be seven Ps, this includes people, physical environment and process. Is there anything you could now add to your spider diagram?

Aldi gains a competitive advantage by charging low prices. It achieves this by making cost savings.

Watch this short YouTube video to learn about total costs. You may want to download the note taker document here to support you whilst watching this clip.

YouTube https://www.youtube.com/watch?v=CJEkTyj_3Fg&t=5s

Note taker <https://drive.google.com/drive/folders/1pnEkyg45xgmBVRWMBTr7BaNsYvWiSNpJ>

Is there anything you could now add to your spider diagram?

In business you will learn a lot of new terminology. In this worksheet you have been introduced to 6 key terms.

- Market share
- Competitive advantage
- Marketing mix
- Total costs
- Fixed costs
- Variable costs

You will also be expected to gain confidence in quantitative skills. In this worksheet you have been introduced to quantitative skill (QS) 9: interpret, apply and analyse information in written, graphical and numerical forms.

In year 1 of Business a lot of the content covered is about **tactics**. These are short term actions taken by a business. In year 2 you study more about **strategy**. These are the medium to long term actions taken by a business.

In the first part of the programme you watched, a statement made about the growth of Aldi in the UK was "It is nothing but good for the supermarket industry and for shoppers". Here the industry would include competitors and suppliers. Shoppers would include customers and the community. These are called **stakeholder** groups. A stakeholder is anyone who is affected by or interested in the actions of a business. Consider the extent to which you agree with this statement based on each stakeholder's point of view. Justify your decisions.

Stakeholder	Strongly agree					Strongly disagree				
Competitors	10	9	8	7	6	5	4	3	2	1
Justification										
Suppliers	10	9	8	7	6	5	4	3	2	1
Justification										
Customers	10	9	8	7	6	5	4	3	2	1
Justification										
Community	10	9	8	7	6	5	4	3	2	1
Justification										

An important skill to practice and develop over your studies is the ability to make judgements and fully justify these. We call this skill evaluation.

Watch the second part (approx. 15 mins.) of the Channel 5 documentary "Inside Aldi". Add to your spider diagram to show any actions that you think Aldi takes to gain a competitive advantage.

<https://www.channel5.com/show/inside-aldi-britains-biggest-budget-supermarket/>

What evidence is there of Aldi successfully cutting costs and increasing efficiency?

A topic you will study in year 1 is **motivation**. Motivation is the reasons why people behave in the manner that they do. A business that can motivate the workforce is likely to gain a competitive advantage. Motivation can take the form of financial incentives e.g. bonuses and non-financial incentives e.g. increased responsibility.

What evidence is there of Aldi motivating its workforce?

Business is sometimes a power battle. Big businesses will use their power to influence suppliers. This can be in the form of forcing suppliers to offer lower prices or, in the video you have viewed, forcing suppliers to stop supplying products to a competitor.

Why do big businesses have power?

Ethics is behaving in a way that is thought to be morally correct. To what extent do you think the big supermarkets behaved in an ethical manner when faced with the threat of Aldi entering their market?

Branding is a promotional method that involves the creation of an identity for the business that distinguishes the business and its products from its competitors. How important is branding to you?

For each of the following products, rate how important brand is to you: 10 being I only ever buy one brand and 1 I will buy any brand. If you have a favourite brand what is it and why?

Product	Importance of brand 10 - 1	What and why
Baked beans		
Cola drink		
Bottled water		
Trainers		
Chewing gum		
Chocolate		
Pens		
Note pads		
Batteries		
Smart phone		

How has Aldi challenged our perception of brands?

In 2013 Aldi had 300 stores in the UK. By 2017 this had increased to 2017 and 874 by 2020. An important quantitative skill in Business is the ability to calculate percentage change. Fill in the table below to show percentage change between these years. If you are unsure how to do this watch the following YouTube clip <https://www.youtube.com/watch?v=FOsrkEiZUlg>

2013	2017	2020
300 stores	600 stores	874 stores
% change:		

In business you will learn a lot of new terminology. In this worksheet you have been introduced to 6 key terms.

- Tactics
- Strategy
- Stakeholders
- Motivation
- Ethics
- Branding

You will also be expected to gain confidence in quantitative skills. In this worksheet you have been introduced to quantitative skill (QS) 2 calculate, use and understand percentages and percentage change.

You have also had a brief introduction to the 4 functional areas of business.

Marketing	Finance	People	Operations/resource management
Branding Competitive advantage Market share Marketing mix	Cost savings Total costs	Motivation	Location Efficiency

All business courses cover **legal structure** or **business ownership**. This is the legal ownership that a business adopts. This can be **unlimited liability** businesses such as a **sole trader** or **limited liability** companies, be they publicly or privately owned.

Unlimited liability means that the personal assets of the owner(s) are at risk. This means if the business got into debts the owner may have to sell their personal possessions to cover this debt. For example, a sole trader may have to sell their family home and car to cover the debts of the business.

Limited liability means that the owners are only responsible for, and therefore only risk losing, the amount they have invested or promised to invest. Their personal belongings are safe.

Watch the third part (approx. 15 mins.) of the Channel 5 documentary "Inside Aldi".

<https://www.channel5.com/show/inside-aldi-britains-biggest-budget-supermarket/>

What is the legal ownership of Aldi?

What are the advantages and disadvantages of this over being a public limited company?

Advantages to Aldi	Disadvantages to Aldi

Businesses are affected by **external influences**. These are factors outside of the control of the business that can have a positive or negative affect on the business. For example, they may affect costs or **demand**. Demand is the number of customers who are willing and able to buy goods at a given price at a given point in time.

Watch this short YouTube video to learn about demand. You may want to download the note taker document here to support you whilst watching this clip.

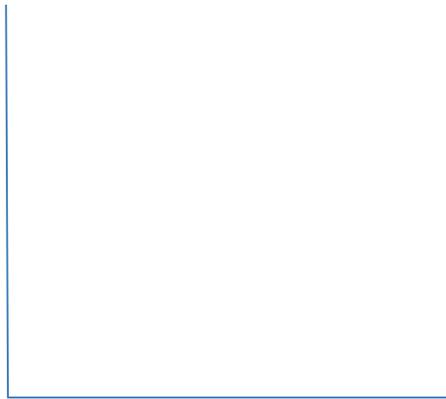
YouTube <https://www.youtube.com/watch?v=YuV9RRqahVY&t=107s>

Note taker https://drive.google.com/file/d/19L_0RNeJ7ZnE0Jvq8W0CQTtNjk-sHZxF/view

One external factor affecting Aldi was the Financial Crisis.

Was the financial crisis a positive or negative influence for Aldi? Justify your answer.

Can you support your answer above with a demand curve. Think what happened to demand and draw a diagram to illustrate this.



Businesses may target a specific **market segment**. Market segmentation is the process of categorising customers into groups with similar characteristics. One way of segmenting the market is by income or socio-economic group.

Socio-economic groupings

A – Higher managerial such as chief executives and directors

B – Intermediate managerial such as solicitors, accountants and doctors

C1 – Supervisory, clerical or junior professional such as teachers and junior managers

C2 – Skilled manual such as plumbers, electricians and carpenters

D – Semi and unskilled workers such as refuse collectors and window cleaners

E – Pensioners, casual workers, students and unemployed

What evidence is there of Aldi's market segment having changed over time?

Consider the other supermarkets competing in this industry. What do you think is the market segment targeted by each one? Remember one supermarket can target multiple segments.

A	B	C1	C2	D	E

Recap:

What is the marketing mix?

Promotion includes **advertising** and **sponsorship**. With reference to Aldi, write your own definition of each of these terms.

Advertising

Sponsorship

Recap:

What is meant by branding?

What evidence is there of Aldi using its branding to gain a competitive advantage?

In business you will learn a lot of new terminology. In this worksheet you have been introduced to 12 key terms.

- Legal structure/business ownership
- Limited liability
- Unlimited liability
- Private limited company
- Public limited company
- Market segmentation
- Socio-economic group
- External influences
- Demand
- Demand curve
- Advertising
- Sponsorship

You will also be expected to gain confidence in quantitative skills. In this worksheet you have been introduced to quantitative skill (QS) 3, construct and interpret a range of standard graphical forms.

Many established businesses will have an **objective** of **growth**. This can be done **internally (organically)** where the business grows in its own right e.g. opening new stores or expanding its product range. Or it can be done **externally (inorganically)** by acquiring other businesses.

Watch the fourth part (approx. 15 mins.) of the Channel 5 documentary "Inside Aldi".

<https://www.channel5.com/show/inside-aldi-britains-biggest-budget-supermarket/>

Aldi has achieved growth. Write a paragraph to explain how Aldi has achieved growth and what evidence there is of this. Your challenge is to include as many of these terms in your paragraph as you can – show off your knowledge of business!

- Market share
- Competitive industry
- Competitive advantage
- Marketing mix
- Organic growth
- Inorganic growth

E-commerce is the selling of goods and services over the internet. Unlike other major supermarkets, Aldi does not offer e-commerce. What are the advantages and disadvantages of this to Aldi?

Advantages	Disadvantages

SWOT analysis looks at the internal strengths and weaknesses and external opportunities and threats to a business. One threat is that of new entrants to the market. Tesco opened Jacks and Amazon has entered the grocery market. Should Aldi be worried. Mark your response on the spectrum below.



Justify your answer:

Corporate social responsibility (CSR) is a business' willingness to accept its ethical obligations to all of its stakeholders.

The ability to carry out independent research and read around your subject are important skills in all subjects in the sixth form and beyond.

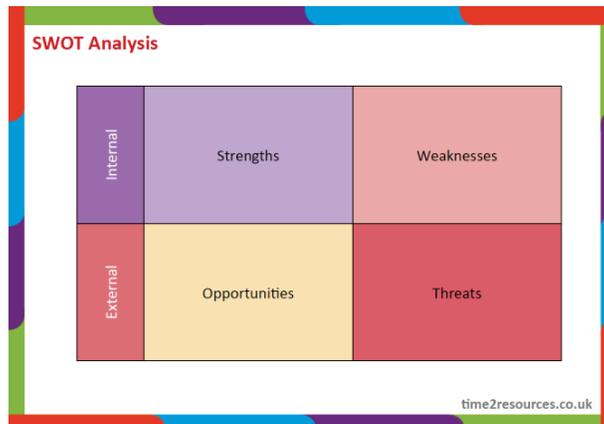
Carry out some research into the Oxfam study <https://www.oxfam.org/en/take-action/campaigns/end-suffering-behind-your-food/supermarkets-scorecard>

Look at Aldi's commitments to corporate responsibility <https://www.aldi.co.uk/corporate-responsibility>

How would you rate Aldi's CSR?
Justify your answer.

In this worksheet we have looked at some key year 2 concepts as well as year 1.

Consolidate all of your notes into a SWOT analysis for Aldi. You could produce this on the computer or by drawing it out on a large piece of paper. *Tweet pictures of your completed SWOT analysis using #Time2resources for a chance to win individual or whole class prizes.*



In business, you will learn a lot of new terminology. In this worksheet you have been introduced to 7 key terms.

- Objective
- Growth
- Internal (organic) growth
- External (inorganic) growth
- E-commerce
- SWOT analysis
- Corporate social responsibility

Another Channel 5 documentary is “Inside Waitrose”. You could watch this to complete a comparative study looking at the similarities and disadvantages.

<https://www.channel5.com/show/inside-waitrose/>

If you want to get ahead take a look at the Time2Resources selection of guides, glossaries and postcards available on eBay. Perfect to ensure you have all the knowledge necessary, these are handy resources that will support you throughout your course, right up until your exams. Links by exam board below.

AQA A Level Business

<https://drive.google.com/open?id=19UcrYvNQaWNHU4vZcU-Y96fFWpd4zu1F>

Edexcel A Level Business

<https://drive.google.com/open?id=1ldWAlqEqjFCCBLldge0v4LuRFkoUCnIQ>

WJEC/Eduqas A Level Business

https://drive.google.com/open?id=1afRpEo0_h2-5VCCfotFHKlduzaBrU4Oa