Name:



# AS Business

**New student subject pack**



During your two-year A-level business course, you will cover a total of ten different business topics.

At the end of your first year, you will complete two 1.5 hour AS exams with a mix of multiple choice, short answer, and medium to long answer case study questions.

This subject pack will ask you to complete a series of tasks that aim to introduce you to some of the topic areas and the skills you will need, and it will help to prepare you to succeed in both the assessment and exam components.

Let’s get started! Choose **one** of the businesses below:



## Task 1 - Current Business News and Research Skills

Reading current business news (ideally daily) and developing the corresponding research skills are important in the A-level business course. It helps to develop your independent thinking and helps to make business concepts you learn in class come alive.

Excellent free sources include BBC Business news and the Guardian Business news. You can find other sources on the aggregator Google News Business page. The Bedford Sixth Form Learning Resource Centre (LRC) supports our learning with subscriptions including The Financial Time, The Economist, The Times, and The Washington Post. We would encourage you to sign up to the free weekday business newsletter from The Guardian -

Google “Guardian newsletter Business Today”.

You will also be taught how to properly record and evidence where you have found your information; this is called referencing. We use the Harvard referencing format.

## You should NEVER use Wikipedia as a source in your homework! Why is that? (1 mark)

Search for your chosen business online. Read through the information that you find online and answer the following questions:

1. Give a summary of what this business does, where it operates, and who its key customers are: (6 marks)
2. Identify the biggest cost this business has, and suggest one way to reduce this cost:

c. Do you think this business has a negative impact on the environment? Justify your view by using the information you have found. Suggest a way the business could improve.

(3 marks)

1. Do you think this business has a negative impact on the environment? Justify your view by using the information you have found and suggest a way they could improve.

(5 marks)

d. Search ‘BBC news [chosen business name]’ and pick an article that you think is interesting about your chosen business.

What is the title of the article and when was it published? (2 marks)

Describe the story and then explain: What impact does the business want to have on its customers? How do you think competitors might react to the story? (8 marks)

## Task 2 - Writing

Writing skills are essential to excelling on your homework assignments and succeeding on your exams. You need to be able to structure your writing so that it is clear to read and meets the examiner’s requirements. You will be taught about what these action words mean for exams: describe, explain, apply, analyse, and evaluate. Each word in the progression requires a deeper level of thinking and carries examiner expectations.

“Evaluate” asks you to look at the pros and cons of an argument and then make a judgment by taking a side.

a. Question: Evaluate this argument: ‘This business is so successful that it does not need to worry about the environment or invest any more money in customer service’. Consider the research task you have completed and answer below in **no more than 4 paragraphs** (You might need to do additional research!). (12 marks)

## Task 3 – Numbers

Mathematics and data analysis feature throughout the A-level business. You should not worry about being an amazing mathematician, but you do need to understand how to use data and maths skills in different ways in a business context.

Let’s think again about your chosen business:

1. The business needs to open a new office building to house its marketing and finance teams made up of around 150 staff. There are several choices:

|  |  |  |
| --- | --- | --- |
| **A** | **B** | **C** |
| 1500 square feet of space | 2000 square feet of space | 2500 square feet of space |
| Plenty of parking | Limited parking | Limited parking |
| Rent per month £3210 | Rent per month £2990 | Rent per month £3000 |
| Other fixed costs £1245 | Other fixed costs £1255 | Other fixed costs £1000 |

What is the total monthly cost for each building option? (6 marks)

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

How much does each building rent cost per square feet of space? (6 marks)

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

1. Considering the space, the costs, and the parking, which building do you think offers the business the best value for money and why? (3 marks)
2. For options A and B, 35 employees would have to relocate and the company would pay each of them £2100 to do this. What is the total cost of relocating the employees? Does this change which option you think offers the best value? (6 marks)

## Task 4 – Making recommendations

Being able to evaluate information and situations that a business may face is a high level thinking skill that you will develop during the A-level business course. You need to be able to assess different points of view and come up with solutions.

Consider your chosen business again:

1. Define the term ‘ethical’. (2 marks)
2. Explain why you think your chosen business is or is not ethical based on what it does and how it does it. (6 marks)
3. Make three recommendations to the business that would help it be more ethical. Make sure your ideas are realistic (you might use research to support your argument). (12 marks)
4. Your chosen business has been taken over by a rival company! How might each of these key groups feel about the change? (positive or negative and why). (6 marks)

|  |  |
| --- | --- |
| **Employees** |  |
| **Shareholders** |  |
| **Customers** |  |
| **Competitors** |  |

1. The new company wants to keep your business name but create a new logo. Design a new logo for the company and explain your choices of colour, style etc. considering what the business does and who its customers are. (12 marks)

DESIGN

EXPLANATION

## Task 5 - Entrepreneurship

Entrepreneurship is an important skill whether you are working for an established company or are starting up a company of your own. Entrepreneurship allows for new ideas, improvements, growth, and innovation. This spurs the economy and helps to provide jobs for people.

1. Based on the business you have chosen, what is one area of improvement that would help to make your chosen business better? (Think about things about the business that annoy or frustrate you and how you would solve them. Entrepreneurship begins with wanting to change something in the status quo that does not seem to work) (4 marks)
2. Go to YouTube and search for the Dragon’s Den channel. Pick a video that interests you. In a few sentences, describe what the business does, what problem it is solving, and what the solution is. If you cannot find a video, Google and research a start-up that interests you and answer the above questions. Would you invest in the business? Why or why not? (12 marks)
3. If you were given a free cheque for £50,000, what type of business would you start? What problem would you try to solve? Who would be your target market? (6 marks)

**WELL DONE!**



By completing this subject pack, you have given yourself a great start for when you join the A-level business course in September.

This pack has covered skills in current business news, research, using numbers in context, making recommendations, and entrepreneurship.

## Please bring your completed pack with you to your first AS business lesson!

We hope you enjoyed completing this work and are excited to start in this subject. In the meantime, please keep up to date with daily business news. We recommend reading the articles here: <https://www.bbc.co.uk/news/business>

We would also strongly encourage you to sign up to the free weekday business newsletter from The Guardian. Search online for “Guardian newsletter Business Today” and sign up!

See you soon

***The Business Team***