

Business A Level

Preparation work: Pre-course Reading, Research and Tasks

Pre-reading and research will help you to become more familiar with the topics you are going to study on your A Level Business course. If you complete the tasks below, they will also help you to become more confident when you start your course. Remember it is also a good idea to make sure you recap and consolidate your GCSE or BTEC knowledge as well, if applicable.

Specification :

A good place to start to look at the A level specification and familiarise yourself with what you will be studying on the course:

http://www.eduqas.co.uk/ed/qualifications/business-as-a-level/#tab_overview

Task 1:

Produce a 1 side (A4) summary of two topics that link to parts of the first year specification.

Marketing:

<https://www.tutor2u.net/business/reference/digital-marketing>

Finance:

<https://www.tutor2u.net/business/reference/cash-flow-forecasting-for-a-startup>

People:

<https://www.tutor2u.net/business/reference/leadership-styles>

Operations Management:

<https://www.tutor2u.net/business/reference/quality-assurance>

Case Studies:

<https://businesscasestudies.co.uk/the-body-shop-approach-to-stakeholder-auditing>

Task 2:

Click on the above link and complete the following:

- 1) Using the case, identify The Body Shop's stakeholders and explain what a stakeholder is.
- 2) How does The Body Shop assess its success?
- 3) Why does The Body Shop consider its stakeholders when judging its success?

Websites for Further Research and Reading:

The A Level Business course literally involves the study of Businesses. As such, it is important that you have a good understanding of current affairs and what is going in the real world. We recommend you read the news regularly:

<https://www.theguardian.com/uk/business>

<https://www.telegraph.co.uk/business>

<https://www.bbc.co.uk/news/business>

Specialist website for A Level Business students:

<https://www.tutor2u.net/business>

A useful revision site:

<https://revisionworld.com/a2-level-level-revision/business-studies-level-revision>

A collection of Business case studies:

<https://businesscasestudies.co.uk/companies>

Books to Read:

- **100 Greatest Ideas for Effective Leadership and Management** by John Adair
- **Business Stripped Bare** by Richard Branson
- **Anyone Can Do It: My Story** by Duncan Bannatyne
- **Don't Work and What to do About It** by Theo Paphitis
- **Tycoon** by Peter Jones
- **Good to Great: Why some Companies Make the Leap...and Others Don't** by Jim Collins
- **Fighting the Banana Wars and Other Fairtrade Battles** by Harriet Lamb
- **Tescopoly: How One Shop Came Out on Top and Why it Matters** by Andrew Simms
- **TopMan: How Philip Green Built his High Street Empire** by Stewart Lansley

Podcasts:

These two sites link to numerous excellent Business podcasts:

- <https://www.bluleadz.com/blog/18-of-the-best-business-podcasts-you-should-listen-to-in-2018#outsidein>
- <https://www.entrepreneur.com/article/240202>

Task 3:

Source one of the above books or listen to one of the podcasts. Write a summary of the key Business concepts and main points you have learned.

Films to Watch:

- **Steve Jobs:** 2015 biographical drama film about the founder of Apple directed by Danny Boyle and written by Aaron Sorkin
- Alternatively, **Billion Dollar Hottie:** a BBC documentary also about Steve Jobs.
- **Deepwater Horizon:** about the explosion of an ultra-deep oil rig and how it affected BP.

TV programmes to watch:

- **Inside a Factory:** BBC2
- **Inside the Supermarket:** About Sainsbury's BBC1
- **Inside Aldi:** Channel 5
- **Inside Waitrose:** Channel 5
- **Inside Claridge's:** BBC2
- **Inside Harrods at Christmas:** Channel 5
- **The Hotel Inspector:** Channel 5



Progression Opportunities

Why choose Business A Level:

<https://www.topuniversities.com/courses/business-management-studies/why-study-business>

Careers that Business A Level could lead to:

<https://www.ucas.com/job-subjects/business-studies>

Studying Business opens doors and improve your chances of success with high starting salaries and excellent chances of getting a job after graduation:

<https://www.independent.co.uk/student/postgraduate/business-schools/why-business-and-management-degrees-are-popular-university-courses-a6895531.html>

We hope you enjoy completing these tasks and look forward to you joining the course.

