



A Level Business Transition Booklet Summer Work 2023

BULLERS WOOD SCHOOL FOR GIRLS

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Year 11 into 12 Transition Booklet

A Level Business

The basics

Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take Brexit for example, do you view that as a positive or a negative? Or the worldwide Global Economic impact that Coronavirus has had on a variety of different businesses and organisations.

Your course

Bullers Wood offer AQA Business at A Level. Below is a link to the specification for you to see what you will learn over the course of the 2 years. For those who studied GCSE there will be a number of familiar topics. Don't get complacent, we look into these topics in much more depth at A Level!!

[AQA | AS and A-level | Business | Specification at a glance](#)

Tutor2u do a fantastic free course to introduce you to the A Level:

[Introduction to AQA A-Level Business Getting Started | tutor2u](#)

The expectations

Business is a subject that continues to change, it is a **forward looking** subject. It is a subject that requires writing in **context**. You cannot rely only on your text book. To be successful you will need to show:

1. Awareness of business in the real world via media news sources
2. An ability to conduct independent research
3. Show logical chains of argument. Don't jump steps, link them in your answers

What we want to get across to you;

- a realistic expectation of the subject and the range of topics covered
- an appreciation of the fact that there will be lots of new content
- an appreciation of the fact it will include numerical skills
- some understanding of the skills that they will need to develop over the 2 years of study
- that you must have the ability to contribute in our A level business class with real world examples
- You will need an inquisitive mind

What if I haven't studied business before?

It is OK! Every year we have students who have not studied business before. In a few months, it is often difficult for us to tell who has/hasn't studied business at GCSE. However, if you are worried, we would suggest working through **BBC Bitesize Business GCSE**. This covers the GCSE course that we complete at Bullers Wood, in summary and might help you to feel more confident in the first few months.

[GCSE Business - AQA - BBC Bitesize](#)

The companies you really should know!

It is impossible to know what companies will be examined in your assessments. However, some of the big companies will provide you with enough evidence to cover all the aspects of business in your course. Become familiar with these companies, look out for news stories regarding them as they will help you contextualise your answers.



The reading list for the summer

One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done literally anywhere! The question is what to read?

Here are some suggestions. We would recommend that you pick one book to buy and read. Treat it like GCSE English and annotate the book as you go. Underline key phrases, write notes in the margins. At the end of each chapter summarise your thoughts. You could agree to buy the same book as a friend and have a mini book club!

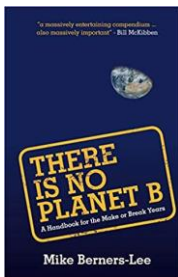
A really easy and interesting read from the creator of Nike In this candid and riveting memoir, for the first



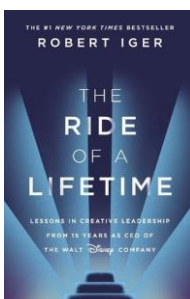
time ever, Nike founder and CEO Phil Knight shares the inside story of the company's early days as an intrepid start-up and its evolution into one of the world's most iconic, game-changing, and profitable brands.



For a modern take on being an entrepreneur. South African born Elon Musk is the renowned entrepreneur and innovator behind PayPal, SpaceX, Tesla, and SolarCity. Musk wants to save our planet; he wants to send citizens into space, to form a colony on Mars; he wants to make money while doing these things; and he wants us all to know about it. He is the real-life inspiration for the Iron Man series of films starring Robert Downey Junior.



If you are interested in Sustainable Business What is most pressing, what are the knock-on effects of our actions, and what should we do first? Do we all need to become vegetarian? How can we fly in a low-carbon world? Should we frack? How can we take control of technology? Mike Berners-Lee has crunched the numbers and plotted a course of action that is practical and even enjoyable. There is No Planet B maps it out in an accessible and entertaining way, filled with astonishing facts and analysis. For the first time you'll find big-picture perspective on the environmental and economic challenges of the day laid out in one place, and traced through to the underlying roots - questions of how we live and think. This book will shock you, surprise you - and then make you laugh. And you'll find practical and even inspiring ideas for what you can actually do to help humanity thrive on this – our only – planet.



If you are a fan of Disney AND business The CEO of The Walt Disney Company shares the ideas and values he has used to reinvent one of the most beloved companies in the world, and inspire the people who bring the magic to life. In 2005, Robert Iger became CEO of The Walt Disney Company during a difficult time. Morale had deteriorated, competition was more intense, and technology was changing faster than at any time in the company's history. "I knew there was nothing to be gained from arguing over the past," Iger writes. "The only thing that mattered was the future, and I believed I had a clear idea of the direction Disney needed to go."

A website that is made for you

Tutor2U has been supporting Business students for many years. There is a lot of good content which includes content notes, quizzes, articles, a blog and video tutorials. It is worth regularly looking at Tutor2U now and during your course.

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

Apps for Business

We recommend downloading at least one News App and subscribing to the Business News alerts. If you spend 5 minutes checking the business news on the APP every night you will find your business knowledge is greatly expanded.



News websites for Business

Similarly use these reputable websites when completing research tasks. Get used to looking at them at least once a week, and you will quickly become familiar with the layout and style of articles.

1. **TOP PICK:** BBC Business: [Business - BBC News](#)
2. The Guardian: <https://www.theguardian.com/uk/business>
3. The Independent: <https://www.independent.co.uk>
4. The FT: <https://www.ft.com>
5. Reuters: <https://www.reuters.com/>

Twitter for Business

Below are a number of Twitter accounts that you might want to follow. We know Twitter is not your 'social media of choice', however, it is for a lot of businesses/entrepreneurs! Social media is a large part of communicating with stakeholder groups. Create an account and just follow these accounts purely to get ahead in business!

Broadsheets

@thetimes (right wing)

@guardian (left wing)

Broadcast news

@bbcbusiness

@sky news

Journals

@TheEconomist

@HarvardBiz

Tech Giants

@JeffBezos

@tim_cook

@BillGates

Retail

@the_brc (British retail consortium representing UK retailers)

Other

@tutor2uBusiness

@business studies (business studies content creator and excellent source of company news and analysis)

@bankofengland

@BIUK (business insider UK)

@LSEplc (London stock exchange, good for company results and mergers and takeovers)

TV for Business

Luckily for you, there are **MANY** Business programmes and documentaries that are being produced and updated all the time. Some good ones are linked below. Again, like with the reading, get used to making notes on the programmes as you go. You can also make notes on the key lessons that you have learnt from the programme/business/focus at the end. It might be worth getting a small notebook to make these notes. Here are some of our favourites;

PANORAMA- BBC IPLAYER- THE AWARD WINNING BBC CURRENT AFFAIRS PROGRAMME

<https://www.bbc.co.uk/iplayer/episodes/b006t14n/panorama>

GOOD BUSINESS EPISODES;

The 15 Billion Pound Railway

[BBC iPlayer - The 15 Billion Pound Railway](#)

Description; Countdown to Crossrail. The dedicated team racing against time to complete the Elizabeth Line. Battling with the ballooning budget and looming launch, can they keep London moving?

The Elon Musk Show

[BBC iPlayer - The Elon Musk Show](#)

Description; From South Africa to Silicon Valley - the enigmatic, compelling and controversial inside story of the world's richest man, as told by family, friends and enemies.

The Hotel People

[BBC iPlayer - The Hotel People](#)

Description; Time to check in. After Covid closures, a Northern Ireland luxury hotel chain reopens its doors. It's been a tough time for the hospitality industry - can they bounce back?

Inside the Factory

[BBC iPlayer - Inside the Factory](#)

Description; Gregg Wallace and Cherry Healey hit factory floors across Britain for a snoop around their supersized production lines. What are the secrets behind our supermarket staples?

Billion Pound Bond Street

[Billion Pound Bond Street - ITVX](#)

Description; Behind-the-scenes documentary exploring London's most exclusive shopping street. Get a closer look at its glamorous brands including Dior, Boodles and Bonhams.

Heathrow: Britain's Busiest Airport

[Heathrow: Britain's Busiest Airport - Watch Episode - ITVX](#)

Description; Take a sneak peek inside Britain's biggest international airport

Dispatches- Channel 4s Award Winning Current Affairs Programme

<https://www.channel4.com/programmes/dispatches>

Lots of interesting business documentaries

Podcasts For Business

Here are a number of attention-grabbing Business Podcasts which might catch your interest. Listen to them before you go to sleep, or when you are out for a walk.

Business Wars

Business Wars launched in 2018, and has already become one of the most popular business podcasts. Each series of episodes serves as a case study showing the game-changing conflict between two businesses. First up: Blockbuster and Netflix.

HBR IdeaCast

IdeaCast is the next best thing, with HBR editor Sarah Green interviewing industry titans like Google's own Eric Schmidt. It's one of the most educational and informative podcasts around.

Outside In

Outside In with Charles Trevail is a specialised business podcast entirely aimed at uncovering the secrets of the world's most customer-centered brands. Business leaders, media figures, and academics come together to discuss strategies for fostering true "customer first" cultures.

Free OU Courses

There are lots of free courses on the Open University. Complete them and you get a certificate at the end. The guided learning hours are quite generous and often you will complete these ones in one sitting! Sometimes there is a mini task to complete. Again, we suggest you make notes on the key aspects as you go. You could agree to do the same course as a friend/group of friends and discuss it when you have all finished the course, to see if you picked up on the same key points/have the same opinions on the subject.

[All our free courses - OpenLearn - Open University](#)

Recommended Courses;

Different types of business- 3 hours

Description; A small grocery store run by one person and perhaps their family must pose quite different challenges from a multinational corporation with operations in many different countries. This free course introduces different types of business, depending on industry sector, size and type of ownership and discusses some of the ways in which businesses differ from each other.

[Different types of business - OpenLearn - Open University](#)

Hybrid working: change management - 6 hours

Description; Change is one of the constants in life, especially for organisations who need to adapt and evolve to ensure they meet the needs of their end users, stakeholders and staff to ensure they thrive and succeed. The COVID-19 pandemic forced accelerated change throughout the world, which could not be planned for, and rapid change programmes were implemented.

As we adapt to hybrid ways of working and expectations, organisations are drawing on their experience to start to consider how to manage change now and for the future. This course focuses on how to approach a change initiative you want to implement, introducing you to frameworks and tools you can draw on to manage change and build resilience to change within your organisation..

[Hybrid working: change management - OpenLearn - Open University](#)

Companies and financial accounting - 6 Hours

Description; introduces you to the legal characteristics of limited companies and how limited companies raise finance through ordinary shares and loan capital. It also introduces the interests of company stakeholders, and looks at three different perspectives on companies and their role in society. Finally, it introduces the formats of company financial statements in comparison with those of sole traders.

[Companies and financial accounting - OpenLearn - Open University](#)

Business communication: writing a SWOT analysis - 8 hours

Description- is designed to develop your writing skills for business. You will be taken step by step through the process of writing a SWOT analysis, with clear advice on selecting key information from a case study text, making concise notes, choosing an appropriate structure and using language effectively. You will learn how to write a formal report including recommendations, based on a case study analysis of the British company, Brompton Bicycle.

[Business communication: writing a SWOT analysis - OpenLearn - Open University](#)

The writing style of A Level Business

The style of writing at A Level is a development of the writing style needed at GCSE. The main requirements across the exam boards are:

- 1) Knowledge (know your definitions)
- 2) Application (this is a big one for context of the case studies and extracts)
- 3) Analysis (show logical thinking and arguments. Consider why you raised the point)
- 4) Evaluation (bringing it all together, forming a judgement and answering the question)

AQA and your teachers will provide you with a good understanding of what is needed for each. You can find these in the specifications and on the AQA website if you would like to get a head start!

Tutor2u recommend a style of writing called PeCAN PiE, you can watch a video on this here:
<https://www.tutor2u.net/business/reference/effective-paragraph-technique-pecan-pie>

Transition A Level Task

As you can probably gather, a lot of A Level business is applied to 'real life' business. Context is important! Below is an example of a task that is linked to a Channel 5 documentary on Aldi. There are worksheet tasks to follow alongside the programme.

Aldi vs. Lidl Supermarket Wars Activity

Part 1

Imagine you go into an examination and the extract is about Aldi. Write down 5 things you would expect to see in the case study.

- 1.
- 2.
- 3.
- 4.
- 5.

Tick these off as they appear in the documentary you are about to watch.

Watch part 1 (approximately 10 mins) of Aldi v. Lidl: Supermarket Wars. Whilst watching answer the questions that follow. <https://www.channel5.com/show/aldi-vs-lidl-supermarket-wars/?fbclid=IwAR2KpPYzV0K3FVgv1bHLe35ZC4ZAIvXm5sOKamGSWChIOGispWpLb4tD7nM>

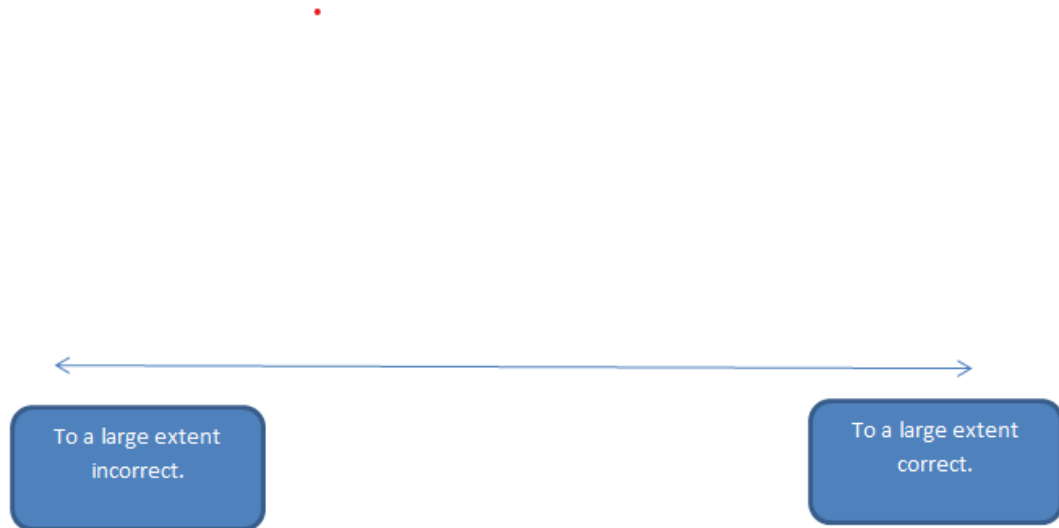
1. In what ways have the discount supermarkets disrupted the traditional supermarket industry in the UK?

2. Who was the target market of Aldi and Lidl?

3. What is meant by a boom? What are the characteristics of a boom?

4. How did the state of the UK economy in the mid-90s affect supermarkets such as Tesco and Sainsbury?

5. To what extent do you think Tesco was correct, at the time, to not see Aldi as a threat? Mark your answer on the spectrum below.



Aldi vs. Lidl Supermarket Wars Activity

Part 2

Watch part 2 (approximately 15 mins) of Aldi v. Lidl: Supermarket Wars. Whilst watching answer the questions that follow: <https://www.channel5.com/show/aldi-vs-lidl-supermarket-wars/?fbclid=IwAR2KpPYzV0K3FVgv1bHLe35ZC4ZAIvXm5sOKamGSWChlOGIspWpLb4tD7nM>

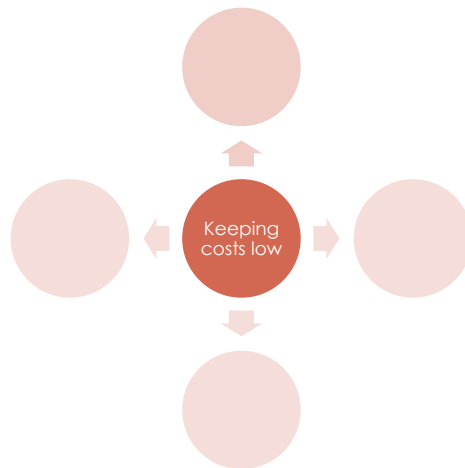
1. What evidence was there of a price war in the 90s between the supermarkets?

2. How did Aldi manage to keep prices so low? Beans for 3p and tomatoes for 9p. Make sure you use business terminology in your answer.

3. Some suppliers refused to supply to Aldi and Lidl. Fill in the table below to show arguments in favour of and against this decision.

Arguments for	Arguments against

4. Draw a spider diagram below to show ways in which Aldi and Lidl managed to keep costs low.



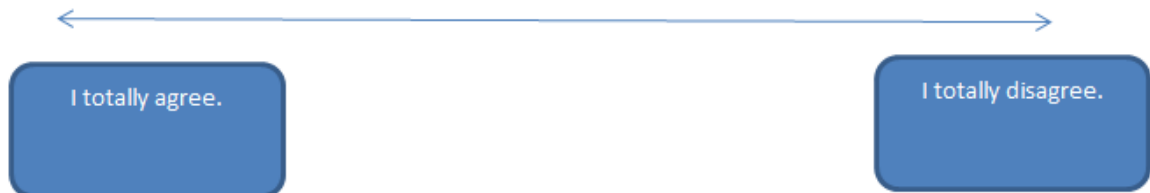
5. Discuss: Can you have low cost and high quality?

6. What is the legal structure (business ownership) of Aldi and Lidl?

7. Why is this advantageous?

8. What was the impact of the financial crisis, in 2008, on Aldi and Lidl? Try to include at least 5 business terms in your answer. Highlight these to show you have met the challenge.

9. Branding is just a way for big businesses to exploit the customer? Mark your answer on the spectrum below. (You might want to link this in with a taste test)



Aldi vs. Lidl Supermarket Wars Activity

Part 3

Watch part 3 (approximately 15 mins) of Aldi v. Lidl: Supermarket Wars. Whilst watching answer the questions that follow.

<https://www.channel5.com/show/aldi-vs-lidl-supermarket-wars/?fbclid=IwAR2KpPYzV0K3FVqv1bHLe35ZC4ZAIvXm5sOKamGSWChIOGlspWpLb4tD7nM>

As you watch this next section fill in the table below to show the marketing mix of Aldi and Lidl.

Aldi	Lidl
Price	
Place	
Promotion	
Product	

Aldi	Lidl
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The extended marketing mix (7 Ps)

Use this link to read about the other 3 ps! <https://www.tutor2u.net/business/reference/the-extended-marketing-mix-7ps>

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Which element of the marketing mix is the most important to the success of Aldi and Lidl? Justify your answer.

Aldi vs. Lidl Supermarket Wars Activity

Part 4

Watch part 4 (approximately 15 mins) of Aldi v. Lidl: Supermarket Wars. Whilst watching answer the questions that follow.

<https://www.channel5.com/show/aldi-vs-lidl-supermarket-wars/?fbclid=IwAR2KpPYzV0K3FVgv1bHLe35ZC4ZAIvXm5sOKamGSWChlOGIspWpLb4tD7nM>

1. Aldi has set a target to increase the number of stores from _____ to _____ by _____ . This represents a percentage growth rate of?

--

2. Lidl has a _____ investment plan to open _____ new stores in _____ . Is this a good idea?

Arguments for	Arguments against

3. *What is meant by e-commerce?*
4. *To what extent are Aldi and Lidl right to avoid implementing e-commerce?*
5. *Can the discount supermarkets carry on growing as they have done? Prepare a short presentation to argue either yes they can, or no, they can't. After listing both sides of the argument write a conclusion starting – Overall, to a large extent I believe*