

Edexcel 9BS0 A level Business
Year 12 Handbook and Summer Tasks

Instructions:

This booklet contains clear information about starting this A level. Please read it carefully before starting in September.

Complete all of the tasks set in this booklet before beginning your A-Level Business course in September.

Before joining the course officially, this book must be totally complete and handed in on your first day.

Failure to complete this booklet will result in your being sent away from your first Business lesson.



<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

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Course breakdown and exam overview

Business (Edexcel)

Programme of Study:

Year 1	Year 2
<p>In the first year you will cover two learning areas.</p> <p>Theme 1: Marketing and People</p> <ul style="list-style-type: none"> • Meeting customer needs • The market • Marketing mix and strategy • Managing people • Entrepreneurs and leaders <p>Theme 2: Managing Business Activities</p> <ul style="list-style-type: none"> • Raising finance • Financial planning • Managing finance • Resource management • External influences <p>There is a significant emphasis on using quantitative mathematical methods to analyse data in order to suggest strategies for business scenarios.</p>	<p>In the second year you will build on that solid knowledge-base with another two themes</p> <p>Theme 3: Business Decisions and Strategy</p> <ul style="list-style-type: none"> • Business decisions and strategy • Business growth • Decision-making techniques • Influences on business decisions • Assess no competitiveness • Managing change <p>Theme 4: Global Business</p> <ul style="list-style-type: none"> • Globalisation • Global markets and business • Expansion • Global marketing • Global industries and companies (multinational corporations)
<p>All of the topics across the course are assessed in year two.</p> <ul style="list-style-type: none"> • Paper 1 lasts 120 minutes and and accounts for 35% of your total A-level marks. This paper is made up of content from Themes 1 and 4. • Paper 2 lasts 120 minutes and accounts for 35% of your total A-level marks. This paper is made up of content from Themes 2 and 3. • Paper 3 lasts 120 minutes and accounts for the final 30% of your A-level mark. It is made up of content from all themes and based on a pre-released context. 	

Theme 1 PLC

Personalised Learning Checklist	Student 1
Edexcel A Level Business	
Theme 1 - Marketing and People	
1.1 Meeting Customer Needs	
Define the terms niche and mass market and explain the characteristics of each	
Identify businesses that fall into niche and mass markets	
Explain market size and market share	
Describe dynamic markets and how markets can grow or change	
Describe how competition affects the market	
Explain the difference between risk and uncertainty	
Describe the terms market orientation and product orientation	
Describe different forms of market research including both primary and secondary research	
Identify the limitations for each different type of research	
Explain how ICT can be used to support market research	
Explain how businesses use market segmentation	
Be able to draw a market map for a given market	
Describe the term competitive advantage	
Explain how a business can add value	
Describe why businesses differentiate their products	
1.2 Market	
Identify several different factors that can lead to a change in demand	
Describe several different factors that can lead to a change in supply	
Be able to draw supply and demand diagrams to reflect changes in price	
Calculate price elasticity of demand	
Explain the numerical price elasticity of demand values	
Describe factors that influence price elasticity of demand	
Suggest how a business will price its products based on price elasticity of demand	
Calculate the impact that price elasticity of demand will have on total revenue	
Calculate income elasticity of demand	
Explain the numerical income elasticity of demand values	
Describe factors that influence income elasticity of demand	
Identify the significance of income elasticity of demand to a business	
1.3 Marketing mix and strategy	
Explain the design mix to include function aesthetics and cost	
Explain how changes in social trend can influence the design mix	
Identify several types of promotion and branding	

Explain the benefits of a business having strong branding	
Describe different ways that business can build a brand	
Explain how social trends can influence changes in promotion and branding	
identify and describe the main types of pricing strategy	
Explain the factors that influence the pricing strategy of a product	
Describe how changes in social trend influence the pricing strategy used	
Describe different distribution channels	
Suggest how changes in social trend influence the distribution methods used	
Be able to draw the product life cycle and explain the key stages	
Suggest extension strategies to both a product and the promotions used	
Describe the elements of the Boston Matrix and a product portfolio	
Identify different marketing strategies that can be used for different types of market	
Explain how businesses use customer behaviour to develop customer loyalty	
1.4 Managing people	
Describe different approaches to staffing including staff as an asset and staff as a cost	
identify the benefits of flexible working and how businesses manage to do this	
Confirm the differences between dismissal and redundancy	
Explain the effects of employee and employer relationships	
Describe the different elements of the recruitment and selection process	
Analyse internal versus external recruitment	
Describe the costs involved in the recruitment, selection and training process	
Describe different types of training	
Identify the different types of organisational structure	
Describe the terms hierarchy, span of control, chain of command, centralised and decentralised	
Suggest how the structure of a business can affect motivation and efficiency	
Explain how important motivation of employees is to a business	
Describe the motivation theories of Maslow, Herzberg, Mayo and Taylor	
Describe ways a business can improve motivation via financial incentives	
Explain non-financial ways of motivating employees	
Describe the difference between management and leadership	
Explain different leadership styles to include autocratic, paternalistic, democratic and laissez-faire	
1.5 Entrepreneurs and leaders	
Describe how a business is set up and created	
Explain how a business can be developed and expanded	
Identify the risks and barriers to running your own business	
Describe the characteristics and skills required to be an entrepreneur	
Explain the financial and non-financial reasons that people set up businesses	
identify and describe several business objectives to include survival and profit maximisation	
Describe the elements of the main forms of business ownership	

Describe the term opportunity costs	
Explain the difficulties in changing from an entrepreneur to a leader	

Theme 2 PLC

Personalised Learning Checklist	Student 1
Edexcel A Level Business	
Theme 2 - Managing Business Activities	
2.1 Raising finance	
Describe sources of internal finance to include owner's savings, retained profits and sale of assets	
Identify sources of external finance including banks, family and friends and business angels	
Describe appropriate methods of external finance including loans, share issues and trade credit	
Explain the terms unlimited liability and limited liability	
Identify appropriate sources of finance depending on the liability of a business	
Explain the use of a business plan in acquiring finance	
Calculate a cash-flow forecast and be able to adapt it depending on a change of variable	
Explain the use and limitations of a cash-flow forecast	
2.2 Financial Planning	
Describe reasons for calculating sales forecasts	
Identify the difficulties and factors influencing sales forecasts	
Calculate sales volume and sales revenue	
Calculate fixed and variable costs	
Be able to calculate and use the formula for contribution	
Learn the formula for calculating break-even	
Be able to use contribution to calculate break-even	
Describe the term and the use of margin of safety	
Interpret a given break-even chart	
Explain the limitations of break-even	
Describe the purpose of budgets	
Explain different types of budget to include historical figures and zero-budgeting	
Describe and calculate variance analysis	
Explain the difficulties of budgeting	
2.3 Managing finance	
Calculate profit to include gross profit, operating profit and net profit	
Use an income statement (P&L account) to measure profitability	
Calculate gross profit margin, operating profit margin and net profit margin	
Be able to describe the difference between profit and cash	
Identify ways a business can improve profitability	
Describe the components of a statement of financial position (Balance sheet)	
Be able to measure liquidity by calculating the current ratio and acid test ratio	

Understand the importance of managing working capital	
Describe the internal and external factors influencing business failure	
2.4 Resource management	
Describe the different production methods to include job, batch, flow and cell	
Calculate productivity using output over time	
Identify the factors influencing productivity	
Establish the link between productivity and competitiveness	
Calculate efficiency by using production at minimum average cost	
Identify the factors influencing efficiency	
Describe the differences between labour intensive and capital intensive production	
Be able to calculate capacity utilisation	
Assess the implications of being over or under capacity utilisation	
Describe ways to increase capacity utilisation figures	
Explain a stock control diagram	
Explain stock control measures to include buffer stock, JIT, waste management	
Describe the term lean production	
Assess the implications of poor stock control	
Describe the terms quality control, quality assurance, quality circles and TQM	
Describe the term Kaizen (Continuous Improvement) with examples	
Identify the competitive advantage gained from using quality management	
2.5 External influences	
Explain the effects on a business if inflation changes	
Explain the effects on a business if exchange rates change	
Explain the effects on a business if interest rates change	
Explain the effects on a business if taxation and government spending change	
Explain the effects on a business if the business cycle changes	
Describe the effect that economic uncertainty has on a business	
Describe legislation to include consumer, employee and environmental protection	
Describe the effect on a business of competition policy	
Describe key components of health and safety legislation	
Identify the competitive environment including competition and market size	

Resources / Equipment / Reading list

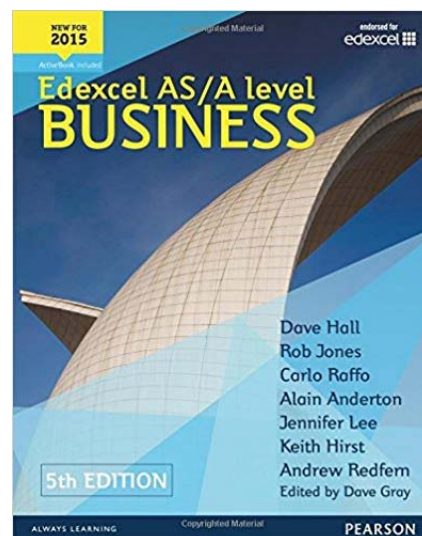
What do you expect students to have for their first / every lesson?

You should have pens, pencils, rulers, highlighters and a calculator as a minimum set of equipment to study this course.

You will need to buy the following textbook:

Edexcel AS/A level Business 5th edition Student Book and ActiveBook

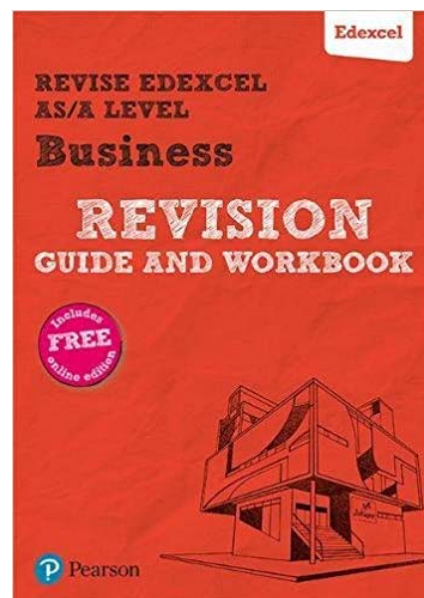
ISBN: 978-1447983545



You will find the following book useful in breaking down content into manageable chunks and to revise:

Revise Edexcel AS/A level Business Revision Guide & Workbook:
includes online edition (REVISE Edexcel GCE Business 2015)

ISBN: 978-1292213217



You will find other resources linked to our course (Edexcel 9BS0) useful in helping you study towards this A-level.

Summer Tasks

Instructions

You need to complete the tasks below. Typed would be preferred.

You MUST print off and bring your task responses along with this booklet to your first day of sixth form – Tuesday 3rd September 2019

You will need this booklet, fully completed in order to attend your first Business lesson.

Tasks

Theme 1 task:

Research the Woolworths business. Using at least 3 sources in your analysis, write **one side of A4** (size 12 font) explaining why they failed. Your analysis should identify steps they could've taken to prevent failure. Again I would expect you to refer to sources.

A complete bibliography must be provided on page 2.

This response should be approximately one side of A4 (size 12 font).

Theme 2 task:

Find a current project on a crowdfunding site that has yet to hit its goal.

1. Filling one A4 sheet, explain the features of the product/service that is requesting funding.
2. Analyse why you think the project isn't meeting its goal.
3. Justify steps that you would recommend for the project to hit its funding goals.

This response should be approximately one side of A4 (size 12 font).

Task 3:

Cereal Killer Café are a café which specialises in selling over 120 different types of cereals to customers from it's East London shop. The business wants to grow further and is considering 2 options.

Option 1: Open another branch in Stratford Westfield

Option 2: Branch out and open kiosks in 5 Sainsbury's stores across London

You should evaluate (weigh up pros and cons) of EACH option.

You should then pick and justify which of these 2 options you think they should choose.

This response should be approximately one and a half sides of A4 (size 12 font).