



# Year 11 into 12 A-Level Business Induction

JUNE 2024

# Course overview

- ▶ Entry requirement: Grade 6 GCSE Business (M2 Enterprise as an absolute minimum)
- ▶ Grade 5 in English Language and Maths to study Business A-level
- ▶ We study the Edexcel specification
- ▶ 3 exam papers taken in May/June of Yr 13

## Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

## Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

## Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

## Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).

# Transition Summer Project – Bring your work to your first A Level Business Lesson in September

- ▶ Research the chocolate market, as a whole, and find out:
- ▶ Who are the big multinational chocolate producers?
- ▶ Which countries do they have premises in?
- ▶ Which countries do they sell in? (they don't need to have premises in a country to sell in it!).
- ▶ Which of the big multinationals has the largest sales turnover in 2022 (this data should be available. If not, look at 2021 or 2020).
- ▶ Which was the most profitable?
- ▶ Which is the most ethical? How and why?
- ▶ Research the plastic tax and how this affected the chocolate industry and, potentially, the consumer.

Now research one small **UK-based (i.e. British-owned)** chocolate company and find out:

- ▶ What they sell.
- ▶ What their target market(s) is/are.
- ▶ Where they sell (e.g. here and/or abroad? If abroad, where and why?).
- ▶ How they sell (own shops, on-line, via other retailers etc)?
- ▶ How ethical they are (justify your response).
- ▶ What plans they have to expand the business
- ▶ (NB Hôtel Chocolat is a plc and **not** a small business!)