

A-LEVEL BUSINESS

Welcome, Introductions and Overview

In this subject you will problem solve: using case studies of businesses that have issues with their marketing, finance, their staffing or the production process, you will be expected to discuss solutions and assess the best strategy to resolve their problems. One module will require you to illustrate from examples of real world companies how they dealt with similar issues. You will also be expected to understand the external influences on a firm's behaviour such as the size and number of competitors, the state of the economy, technological change and legal constraints.

Independent learning in this subject requires: (include 5hrs of independent study) Reading newspapers: The Times, The Telegraph, The Guardian, Independent, reading business publications (the Economist, Business Review), keep up to date by watching television news/documentaries, read the textbook issued to you, use the Library for additional texts, use the pre learning for preparation for forthcoming lessons and additional source material. Use the internet: Tutor2u is a great source of business news especially during term time: become familiar with it.

Suggested reading List: see newspapers above

Useful Websites :- www.tutor2u, BBC Business news, www.financialtimes.com

Future Career aspirations linked to this subject

Any career in an organisation and any business that you run yourself will benefit from the skills learnt on this course. Accountant, Advertising Executive, Banker, Investment/Commercial, Buyer, (Industrial or Retail) Commodity Broker, Distribution/Logistics Manager, Insurance Underwriter Management, Consultant, Marketing Executive, Market Research Executive, Human Resources Manager, Public Relations Account Executive, Recruitment Consultant, Sales Executive, Stockbroker, Systems Analyst/IT Consultant or you could be a teacher

Induction Task & Success Criteria

The induction task is based closely on an exam style paper. It requires some limited research and basic knowledge as well as the ability to analyse and evaluate which are the two key skills required to achieve an A/B grade.

- Do not cut and paste definitions you do not understand.
- Do not 'sit on the fence', make sure give a definitive answer.
- Use facts and figures to back up your arguments.
- Make sure your answers are specifically linked to this case study and the situation faced in the case study.
- Answers should be typed using Arial size 11 or 12, 1.5 lined spacing and the 20 mark question should be no more than 1 and a half sides and no less than 1 side of A4

Deadline: September