




# BUSINESS STUDIES

<b>EXPECTATIONS</b>	Remind yourself of the subject expectations and the syllabus by watching the Subject Video on the school website: <a href="https://sixthform.fulford.york.sch.uk/curriculum-offer/">https://sixthform.fulford.york.sch.uk/curriculum-offer/</a>
<b>PURCHASE</b> 	Recommended (but not compulsory) for both Year 12 & Year 13 study: AQA A-level Business by Surridge and Gillespie. ISBN: 978151045334 <a href="https://www.amazon.co.uk/AQA-level-Business-Surridge-Gillespie/dp/1510453342">https://www.amazon.co.uk/AQA-level-Business-Surridge-Gillespie/dp/1510453342</a>
<b>REVIEW</b> 	The A Level Business cohort is always a mix of students who have completed the GCSE course and those who have never studied the subject. Therefore we teach the A Level course "from scratch" assuming no prior knowledge. However it is vital that you start the course on a very strong footing and keep up to date with recent developments in the business world so you can use examples in extended writing answers. You cannot simply rely on notes and handouts alone and need to be able to supplement these with your own research. To be successful you will need to show: <ul style="list-style-type: none"> <li>• Awareness of business in the real world via media news sources – see read section below</li> <li>• An ability to conduct independent research</li> </ul> Show logical chains of argument. Don't jump steps, link them in your answers
<b>READ</b> 	The ability to quote/use up to date business examples in longer essay style questions is an essential skill requirement of the course. Follow the sources below. Most are available on a range of social media sites as well as their web-pages. Below are the Twitter accounts you need to access to get you started: Tutor2u Business <a href="https://twitter.com/tutor2uBusiness?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/tutor2uBusiness?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> Fulford Business <a href="https://twitter.com/fulfordbusiness?lang=en">https://twitter.com/fulfordbusiness?lang=en</a> Guardian Business <a href="https://twitter.com/BusinessDesk?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/BusinessDesk?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> BBC Business <a href="https://twitter.com/BBCBusiness?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/BBCBusiness?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> York Press Business <a href="https://twitter.com/yorkbusiness">https://twitter.com/yorkbusiness</a>
<b>WATCH/LISTEN</b> 	<ul style="list-style-type: none"> <li>• Dragons Den - great for applying what you have learnt to real life UK base businesses  <a href="https://www.bbc.co.uk/programmes/b006vq92">https://www.bbc.co.uk/programmes/b006vq92</a></li> <li>• The Apprentice – good for a range of business topics <a href="https://www.bbc.co.uk/programmes/b0071b63">https://www.bbc.co.uk/programmes/b0071b63</a></li> </ul> Some great business daily podcasts on BBC Sounds <a href="https://www.bbc.co.uk/sounds/brand/p002vsxs">https://www.bbc.co.uk/sounds/brand/p002vsxs</a>
<b>COMPLETE</b> 	<p><u>Task 1:</u> Download and print off the course specification – the pages you need are pages 10-31. Set up a Business folder and put the print out at the front of your folder for future reference. Also set up course dividers to separate the ten different units of the course.  <a href="https://filestore.aqa.org.uk/resources/business/specifications/AQA-7131-7132-SP-2015.PDF">https://filestore.aqa.org.uk/resources/business/specifications/AQA-7131-7132-SP-2015.PDF</a></p> <p><u>Task 2:</u> Investigate 2 of the companies below. Choose organisations that really interest you and select <u>contrasting organisations</u> – eg a UK and a US business; a business from 1 industry such as sports/leisure and another from another such as food manufacturing or gaming, for example. For each organisation, find out:</p> <ul style="list-style-type: none"> <li>• The main products and services it sells</li> </ul>

- The type of business ownership of the organisation – eg is it a limited company? If so what type? In the US, a company may be known as incorporated or Inc; equivalent to a plc here.
- The leader/ CEO of the company and their values
- How successful the business has been over recent years and why – try and find some data such as share price, sales and profit levels to illustrate your answer

Produce a 2 sided report summarising the 2 business organisations you have selected. Also include a conclusion summarising the similarities and differences of the 2 companies and also say which one you would like to work for and why - justify your answer.



**Task 3:** Watch the TV programme below on Primark (you will need to register so you can access the programme)

<https://www.channel5.com/show/primark-how-do-they-do-it>

Answer the questions below:

- Explain why Primark have resisted the trend for retailers to sell online as well on the High Street. You will need to reference the cost structure and the target market of the Primark brand in your answer.
- Outline how Primark manage to keep their costs low so that they can keep on selling their produce at rock bottom prices. Produce a summary spider diagram to illustrate all the main factors that contribute to their low cost base and ability to out-compete their rivals on price.

Do you feel Primark will continue its runaway success? Justify your response.