



BUSINESS



Welcome to AQA A Level Business. Whatever you choose to do in the future, whether it's an apprenticeship, university or even your own business, you'll find that the knowledge and skills you gain on this course will help you achieve your goals.

Please complete our transition task by your first lesson back in September.

Should you require any help or if you have any questions then please contact the Head of Business: yhanif@cardinalnewmanschool.net

COMPULSORY TRANSITION TASK

Over forty per cent of Business start ups in the UK fail within five years whilst others have been trading for over a century. Write a 500 word essay entitled: What is the key to business survival?
(25 marks)



Success criteria

- Aim to write three paragraphs analysing key success factors for business survival
- Write an overall conclusion identifying the most important success factor
- Include examples of businesses who have demonstrated long term survival and those who haven't to support your arguments

Resources:

- <https://www.marketingdonut.co.uk/marketing-strategy/the-secrets-of-100-year-old-businesses>
- <https://www.theguardian.com/small-business-network/2017/mar/15/secrets-business-survival-innovate-family-staff-recession>
- <https://www.telegraph.co.uk/politics/2019/01/24/start-ups-across-uk-going-bust-need-careful-management-economy/>
- <https://www.lovemoney.com/gallerylist/75777/britains-oldest-companies-still-open-for-business>

Want to challenge yourself?: Sun Tze's, a Chinese general, wrote "The Art Of War" over 2,500 years ago but is said by many business leaders to be still relevant today. Using business examples, discuss (in approximately 500 words) how its teachings can be applied to modern day entrepreneurialism.

Resources:

- <https://www.businessinsider.com/the-art-of-war-sun-tzu-2011-5?r=US&IR=T#on-tactics-be-decisive-and-quick-5>
- <https://www.fastcompany.com/3021122/fighting-your-business-battles-6-lasting-lessons-from-sun-tzus-art-of-war>
- <http://blog.tutorming.com/expats/life-lessons-from-the-art-of-war>

Wider Reading and Preparation for A-Level Task 1

The external environment

Every business needs to understand what is going on around it and identify the factors that can affect how it operates, and whether it succeeds or fails. They will conduct a 'PESTLE' analysis as this helps them to develop strategies to react to these external factors. PESTLE stands for:

Watch the video:

<https://www.youtube.com/watch?v=sP2sDw5waEU>



Apple and PESTLE analysis



Can you think of at least one more consideration for each factor?



Research

Research a business of your choice. Analyse their external environment using PESTLE analysis. This can be presented in a format of your choice e.g. Table, PPT, or 300 word essay. Identify the external factor which has the greatest impact on your business at this time. Justify your decision.

Read the article:

<https://news.sky.com/story/asda-supermarket-chiefs-blame-brexite-fears-for-dip-in-sales-11861185>

When businesses publish their annual results commentators complain if the leader blames disappointing results on external factors such as Brexit or the weakness of the economy. Business journalists admire those who achieve their targets no matter what. Yet that may not be realistic. Most businesses are vulnerable to external conditions but some are more proactive and respond better than others. The former leader of microchip supplier Intel, Andy Grove, once said that 'only the paranoid survive'.



What do you think Andy Grove means by his statement 'only the paranoid survive'?

Do you agree with the statement? Why/why not? Consider situations and businesses using your own knowledge and further research to support your view.

Wider Reading and Preparation for A-Level Task 2

Management and leadership

What is leadership?

Leadership means taking the initiative to set clear objectives and to motivate or guide staff towards their achievement.

What is management?

Management means organising and galvanising staff to implement the strategies needed to achieve the objectives.

Watch the videos:

<https://www.youtube.com/watch?v=MYnex8h2R2Q>

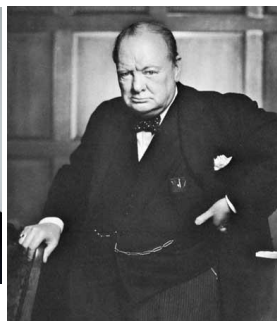
<https://www.youtube.com/watch?v=ETDOq99Z-js>



Discuss the reasons why it is so important to have effective leadership and management in a business.

Famous leaders

The following people have all been celebrated as successful leaders



What do you think are the characteristics of a successful leader? Consider using those above any others you know either famous or personally.

“Leaders inspire people, build relationships, take risks and have followers, whereas managers enact the plan, use their authority and have subordinates.”



What do you think the above statement means?

The Amazon search for “leadership” produces over 100,000 results.



Can you learn to be a leader? To what extent do you think a leader is born rather than made?



Wider Reading and Preparation for A-Level Task 3

Marketing

What is marketing?

“The process of identifying, anticipating (predicting) and satisfying customer needs profitably”

Read the article:

<https://smallbusiness.chron.com/importance-marketing-success-business-589.html>



Why is marketing so important to a business?

“The railroads went out of business because they assumed themselves to be in the railroad business rather than in the transportation business.”

Theodore Levitt, 1960



This quote is sixty years old but still relevant today. What does it mean? Discuss using your own business knowledge.

Marketing spending

Read the article:

<https://www.forbes.com/sites/deniselyohn/2019/01/08/marketing-matters-now-more-than-ever/#5c2ce3117a49>

Coca Cola spends over \$4bn, McDonalds \$473m and Microsoft \$1.6bn per year on marketing. However, marketing spending has declined in recent years with some declaring “marketing is dead”.



Discuss the reasons why well known brands continue to spend large amounts on marketing.

Discuss the possible risks for businesses in reducing their marketing spending.

Product life cycles

Some products such as Cadbury Dairy Milk and Kellogg's Corn flakes have been in the market for over 100 years due to the implementation of extension strategies such as the introduction of new flavours, packaging and even repositioning the product in the market such as Lucozade.

Read the article:

<https://www.campaignlive.co.uk/article/superbrands-case-studies-lucozade/232378>



Lucozade repositioned itself in the market very successfully. Think of a business you know. How could they reposition themselves? Discuss the risks and the rewards.

Wider Reading and Preparation for A-Level Task 4

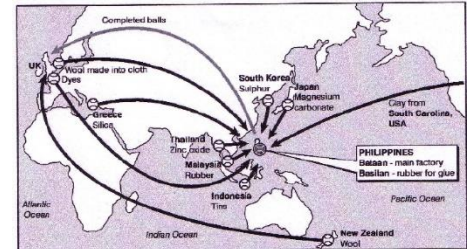
Globalisation

What is globalisation?

A **process** in which economies have become increasingly **integrated and inter-dependent**.

Read the article:

<https://www.theguardian.com/environment/damian-carrington-blog/2013/jun/26/wimbledon-tennis-balls-miles-centre-court>



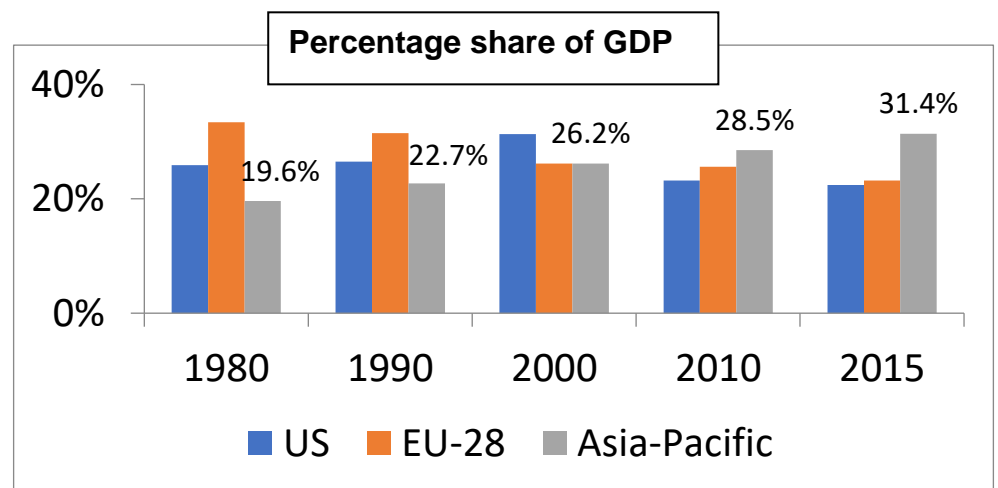
Explain globalisation in your own words using the article and your own knowledge and research



The World economy

How the world economy has changed.

The world economy is changing rapidly! Since 1980 the share of global economic output has shifted towards Asian-Pacific countries who now dominate.



Read the article:

<https://www.economicshelp.org/blog/81/trade/costs-and-benefits-of-globalisation/>



Explain the costs and benefits of globalisation. You can complete this in a table or mind map.

Does globalisation create more benefits than costs? Justify your decision.

The future of globalisation

Read the article:

<https://spectator.clingendael.org/en/publication/three-scenarios-globalisation-post-covid-19-world>

There have already been many debates on the future of globalisation in a post COVID-19 world.

The article offers three scenarios: 1. Localisation of value (supply) chains; 2. Regionalisation of value (supply chains); 3. Continuation of globalisation



Which scenario do you think is the most likely? Justify your decision.

Wider Reading and Preparation for A-Level Task 5

Corporate Social Responsibility (CSR)

What is Corporate Social Responsibility (CSR)?

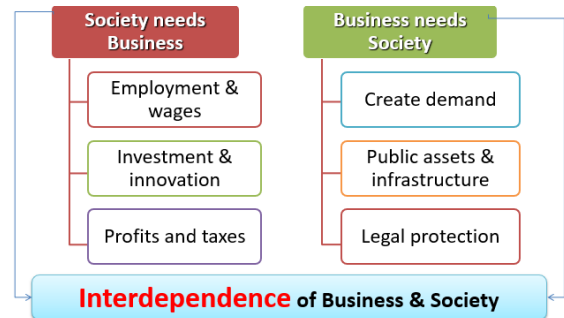
The extent to which a business addresses the concerns and obligations to its wider stakeholders
The actions a business takes over and above the minimum required by law in addressing societal needs and wants



CSR is Based on the Idea that the needs of business and Society are interdependent

Watch the video:

https://www.youtube.com/watch?v=1bpf_sHebLI



Marks and Spencer Plan A

Research the website:

<https://global.marksandspencer.com/plan-a/>



How does Marks and Spencer's Plan A demonstrate their Corporate and Social Responsibility (CSR)?

Why is Marks and Spencer so proud of its Plan A?

Watch the video:

<https://www.tutor2u.net/business/blog/do-socially-responsible-businesses-perform-better>



Do you believe there is a correlation between businesses that treat their employees well and their financial performance?

Case against CSR

Economist, Milton Friedman and the shareholder concept:

"...the only one responsibility of business towards the society is the **maximisation of profits** to the shareholders, within the **legal** framework and the **ethical** custom of the country"



Discussion: Is CSR relevant to **all** businesses? Write a 500 word essay/report arguing the case for yes, the case for no and an overall conclusion – Yes or no? Use real business examples. Justify your answer.

Yes?



No?



Wider Reading and Preparation for A-Level Task 6

Business and digital technology

What is technology?

The application of scientific knowledge for practical purposes, especially in industry.

What is digital technology?

Includes any piece of equipment containing a computer chip.



In one minute....
How many?.....
WhatsApp messages
Youtube video views
Google search queries
Netflix hours
facebook logins



Click on link to find out:

<https://www.allaccess.com/merge/archive/31294/infographic-what-happens-in-an-internet-minute>

E-commerce

The buying and selling of goods and services through the use of electronic media.

Read the article:

<https://www.bigcommerce.co.uk/blog/ecommerce-trends/#14-ecommerce-trends-leading-the-way>



Trends in e-commerce are fast moving and dynamic. Evaluate whether the predictions for 2020 have been proven yet. Carry out further research to find out. If they haven't been reached yet, discuss the barriers that exist for them and whether they will be able to overcome them by the end of the year.

Read the article:

<https://www.forbes.com/sites/greatspeculations/2017/06/01/netflix-and-amazon-competitors-or-complementary/#4f614f1656cc>



Do you think that Netflix and Amazon are competitors or complementary?
Use the article, your own knowledge and further research to support your answer.

