

WELCOME!

From Marie, James and Kayleigh who are the teaching staff for Business A-Level.

We would like to personally welcome you both to the college and to our course.

The subject is a popular choice for students and our recent results have been outstanding at A-Level with a 100% pass rate and high grades at 56%, 72% and 72% during the past three years which is significantly above the national average.

Business A-level is 100% exam based. At the end of the upper sixth year you will complete three exams that you will have been thoroughly well prepared for.

The course takes you through all the necessary elements of both running a business and also those that could affect the success of a business. Topic areas include marketing, human resources, operations, external influences, accounting and finance and business strategy.



Throughout the course we use a range of contemporary examples. This is a subject that is very much linked to the world we live in and to a large number of careers.

The course is suitable for anyone who meets the college entry requirements and we attract a wide range of students with many different interests and career aspirations.

To succeed on the course you will need to have an inquisitive mind and be keen to understand why organisations operate in the way they do. These are businesses that sell to you and ultimately will employ many of you. You must also be organised and of course hard working.

SUGGESTED RESOURCE LIST

There are a few things we suggest you could do if you are keen to get started on preparation for college life on our course.

READING

If you like reading we have a couple of suggestions:

Mottershead, A. [et al.] (2016) Business for A Level (this is the course text book and you will get a copy to borrow during your time here).

Like A Virgin: Secrets They Won't Teach You at Business School, Richard Branson – available second hand for 1p plus P & P on Amazon.

WEBSITES

If websites are more your thing. Try here:

<http://www.bbc.co.uk/education/> - Business Bitesize

<https://www.tutor2u.net/business>



SUGGESTED ACTIVITIES

Below are a couple of activities that might just get you warmed up and ready to start the course!

ACTIVITY 1- Brand Extension

Businesses use this strategy to sell a different range of products. For example Adidas started off selling just clothing but used their brand to move into the shower gel and deodorant market. Apple have moved from computers, to mobile phones and now SMART watches

Come up with a brand that could transfer over into a different market and attract customers. Think about what the customer might expect from the brand in the new market (high fashion, high quality, reliable)

ACTIVITY 2 –Keeping Staff Happy

Find an image of an individual doing a job that you would be interested in. Put the image in the middle of a sheet of paper and on one side of the image make a list of everything that would make the job interesting and enjoyable.

On the other side of the image make a list of other factors that might motivate (make them want to work hard) the employee.

