UXBRIDGE HIGH SCHOOL

Sixth Form Transition Pack

A-LEVEL BUSINESS STUDIES

Year 13 Transition Booklet

Transitioning in to Year 13 – A Level Business

Congratulations on successfully completing Year 12 and progressing to the final year of your A-Level Business course.

Year 13 builds on the knowledge and skills you developed in Year 12, introducing more advanced strategic concepts and requiring greater levels of analysis and evaluation. The topics you will study next year focus on how businesses make strategic decisions, respond to changes in their environment, manage growth and implement change effectively.

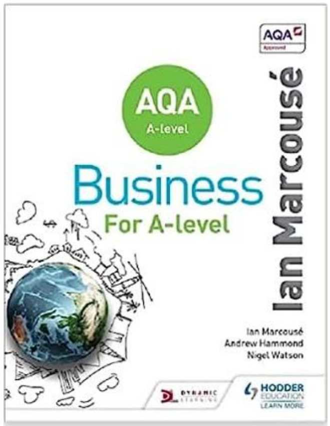
To help prepare you for the challenges of Year 13, this transition booklet contains a range of activities designed to develop your understanding of key business issues, strengthen your research skills and improve your exam technique. Completing these tasks will provide a solid foundation for the topics we will cover in September and help ensure you are ready to make a successful start to your final year.

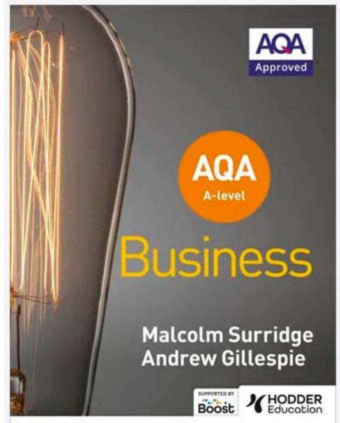
Please complete all tasks to the best of your ability and bring the finished booklet to your first Business lesson in September.

We hope you enjoy exploring the strategic world of business and wish you a productive and enjoyable summer.

Resources

See below official textbooks (covering the AS and A Level) which will be available for you to read and develop an initial understanding of our topics.





We study for the AQA exam board qualification, use their website to see the specification. https://cdn.sanity.io/files/p28bar15/green/7e74a8fba96db86595475605db1e400ebaa60a90.pdf?_gl=1*eyzu25*_gcl_au*NzgyNTgwMTk3LjE3NzU3MzI4MzU.

Online

We recommend you follow useful business news providers such as the BBC, Tutor2U, BizConSesh. The Independent, The Guardian, The Economist, Marketing magazine, SKY News etc. Others such as The Times, Telegraph and The Financial Times are good but they limit your access if you do not pay for a subscription.

A **good quality newspaper** (Particularly the business section) such as; The Guardian, The Times, The Telegraph and The Independent.

Journals and magazines may also be useful to read to broaden your knowledge such as; The Economist and The Grocer. The school library subscribes to Business Review so you can access this once you start your course.

Podcasts – Business Daily, The Bottom Line and More or Less are a great place to start.

Recommended Television shows/videos to watch

BBC Panorama – www.bbc.co.uk/programmes/b006t14n - The long running BBC current affairs programme, featuring interviews and investigative reports on a wide variety of subjects but often business related.

Useful websites

www.tutor2u.net – **Tutor2u** is an essential Business Studies resource for all students. It contains an excellent Blog with relevant news stories, exam advice and analysis of topical events. It also has various quizzes, revision notes and Power Points for free.

www.bbc.co.uk/news/business - Keep up to date with current events in the business world through the **BBC website Business news section**. Very easy to read and many helpful articles to gain real examples of the theory learnt in class. Vital for success in A2.

www.guardian.co.uk/business/uk-edition - The **Guardian newspaper Business section**. Slightly more in-depth look at business current events and still free to access on-line.

www.independent.co.uk/news/business - The **Independent newspaper Business section**. Another great source for business stories and again still free on-line. www.thetimes100.co.uk **- The Times 100** contains case studies, revision notes and quizzes on a range of

businesses.

Optional Films To Watch

Watch films/documentaries such as

- The Internship,
- The Social Network,
- The Social Dilemma,
- The Rise of Abercrombie & Fitch

All available on Netflix Watch Dragon's Den:

Optional Books To Read

- The Toyota Way: 14 Management Principles form the World's Greatest Manufacturer – Jeffrey Liker
- How I Made it: 40 Successful Entrepreneurs reveal How They Made Millions – Rachel Bridge
- The Google Story – David A Vise
- The Everything Store: Jeff Bezos and the Age of Amazon – Brad Stone
- The Upstarts: How Uber and Airbnb are changing the world – Brad Stone
- The Everything Store: Jeff Bezos and the Age of Amazon (Brad Stone)
- The Great Convergence: Information Technology and the New Globalisation (Richard Baldwin)
- The Upstarts: How Uber and Airbnb are Changing the World (Brad Stone)
- The 7 Habits of Highly Effective People (Steven Covey)

Task to be completed

The following tasks are designed to develop your exam technique, highlight your current strengths in writing and developing an answer and provide you with an example of the types of questions you may be asked in an A-Level business exam.

Activity 1: Business Strategy in the News

Task

Visit the BBC Business News section and find a recent article about a large business making a significant strategic decision.

Examples may include:

- Expanding into a new market
- Launching a new product
- Closing stores
- Investing in technology
- International expansion
- A merger or takeover

Questions

1. Briefly summarise the article.
2. What strategic decision is the business making?
3. What opportunities does this decision create?
4. What risks does this decision create?
5. Which stakeholders are likely to benefit?
6. Which stakeholders may be negatively affected?
7. Do you think the strategy will be successful? Justify your answer.

Expected length: 1 page

Activity 2 – Mission, Objectives and Strategy

Choose TWO well-known businesses.

Examples:

- Apple
- Nike
- Tesco
- Amazon
- McDonald's
- Netflix

Research and complete a profile for each business

Include:

Mission

- What is the company's mission statement?

Corporate Objectives

Identify possible objectives such as:

- Profit growth
- Market share growth
- Sustainability
- Customer satisfaction
- International expansion

Functional Objectives

Suggest objectives for:

- Marketing
- Finance
- Operations

- Human Resources

Strategy

Explain:

- How the business is attempting to achieve its objectives.
- Whether the strategy appears consistent with the mission.

Evaluation

How important do you think mission statements are in influencing business decisions?

Expected length: 1–2 pages

Activity 3: Globalisation Investigation

Research a multinational business.

Examples:

- Coca-Cola
- Unilever
- Samsung
- IKEA
- Starbucks

Questions

1. In how many countries does the business operate?
2. Why has it expanded internationally?
3. What benefits has globalisation created?
4. What challenges has globalisation created?
5. Should businesses continue expanding globally or focus on domestic markets?

Expected length: 1–2 pages

Activity 4: Exam Practice

Source: Bell Ltd

Bell Ltd

Bell Ltd is a UK-based food manufacturer with 27 branded products in three main markets:

- sweets
- snacks
- drinks.

The company has been very successful over many years, increasing its market share in each market. It has responded to market changes by investing in the development of new products such as low-sugar and vegetarian ranges. It monitors the sales and costs associated with each of its brands.

100% of shares in Bell Ltd are owned by four members of the Bell family who also have management roles in the business. The owners feel long-term strategic decision making at the company is more effective than if it was a public limited company.

Bell Ltd actively manages the trade credit offered to retailers who buy its products, such as chasing any overdue payments and minimising the period of credit it offers to them. By building long-term relationships with suppliers, it has secured favourable credit terms from them.

Speckles is produced by Bell Ltd and used to be a leading brand of sweets in the UK. In terms of the Boston Matrix, *Speckles* is now a 'dog'. It was recently announced that *Speckles* would be discontinued. A social media campaign against this decision claimed that *Speckles* was an iconic brand from people's childhoods and should be saved.

Financial data for the *Speckles* brand

Year	2019	2020
Sales revenue (£'000)	40	20
Cost of sales (£'000)	25	16
Gross profit (£'000)	15	4

01

Read the information about **Bell Ltd**.

Analyse how the ownership structure of Bell Ltd might have contributed to the success of its strategic decision making.

[9 marks]

Activity 5: Exam Practice

Source: SCF

SCF

SCF is a UK-based manufacturer of components that are sold to UK and EU businesses which use them to produce computers. It has strong relationships with its small number of customers. However, recent vertical and horizontal mergers involving other firms in the sector have reduced the number of buyers. As a result, there are fewer opportunities to win new contracts. Furthermore, many of the biggest computer manufacturers only want to deal with large suppliers. Some manufacturers will only purchase components made in the European Union (EU).

SCF's owners are increasingly concerned about falling sales and profit margins. They recently appointed a new Chief Executive who set out a vision for ambitious growth. The growth plans focus on supplying directly to EU manufacturers from a new factory in Spain. This factory would replace the existing UK site, where efficiency has been falling.

Appendix A: Extract from SCF's cash flow forecast

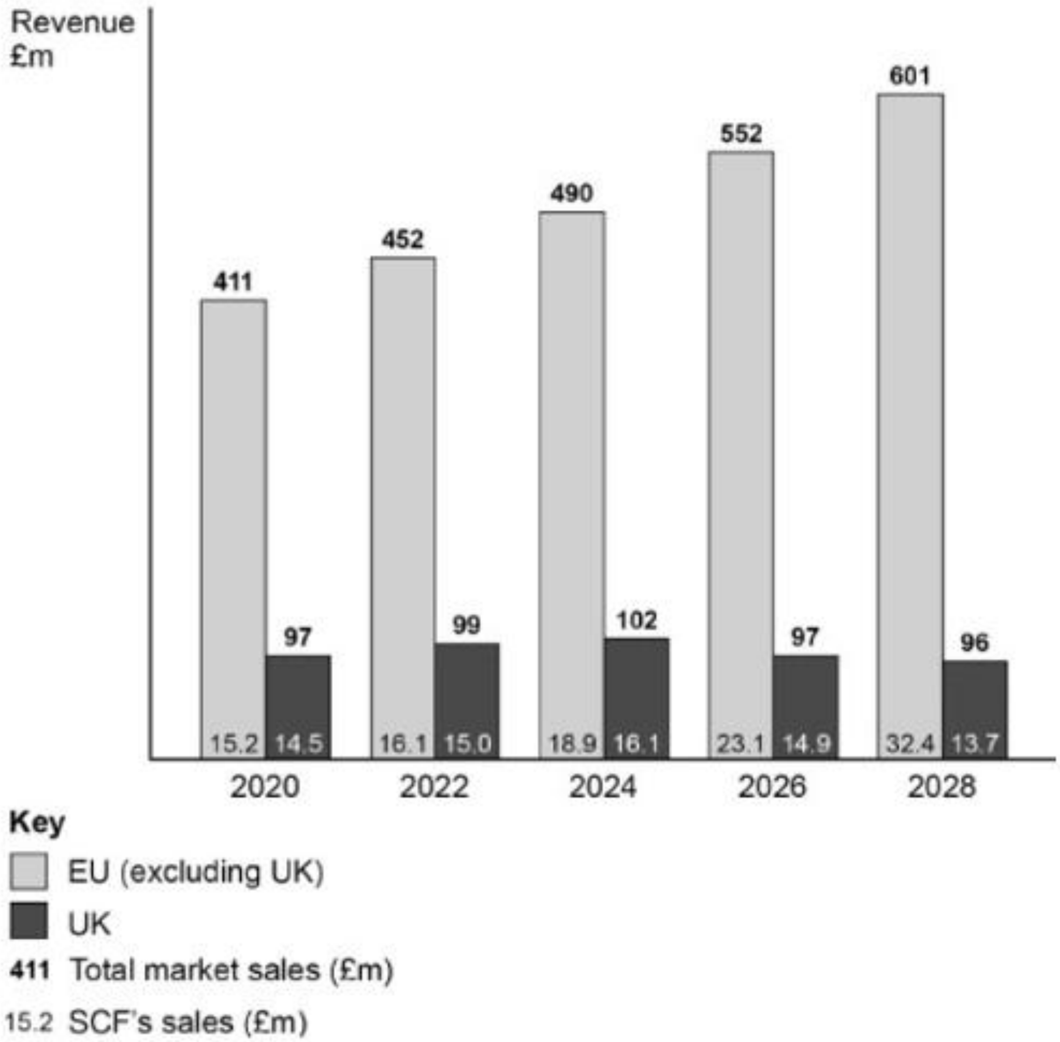
	October 2025 (£m)	November 2025 (£m)
Total inflows	3.24	3.35
Total outflows	3.11	3.22

Note: The closing balance for 31 October is £4.30 million.

Appendix B: Financial information for SCF, 2022–2024

Year	2022	2023	2024
Inventory turnover (times)	5.9	5.6	5.2
Operating profit (£m)	0.92	0.71	0.63
Non-current assets (£m)	7.3	7.5	8.2
Non-current liabilities (£m)	3.1	2.9	2.8
Capital employed (£m)	9.3	10.0	10.2

Appendix C: Value of total market and SCF's sales in different markets, 2020–2028

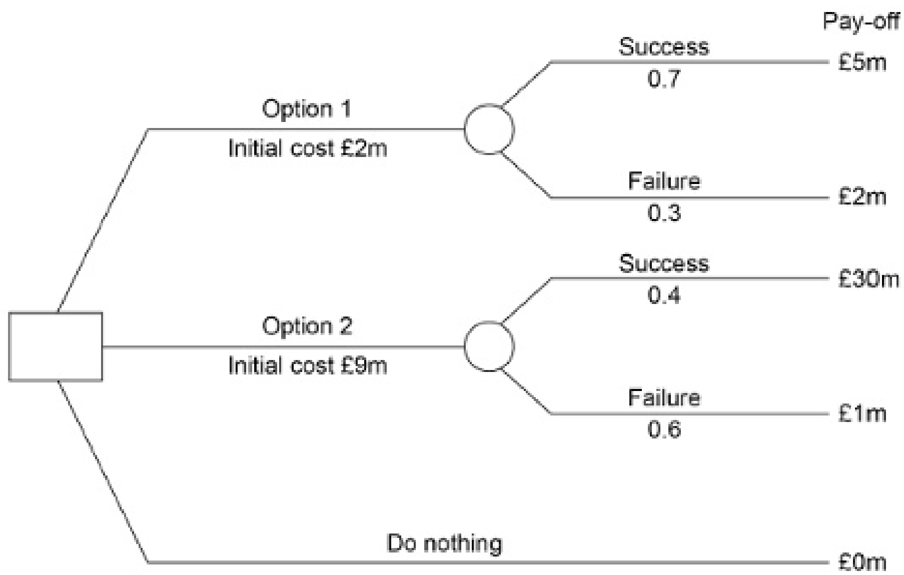


Note: Values for 2026 onwards are forecasts. These do not take into account the plan to move production to Spain.

Appendix D: Decision tree showing outcomes of different strategic options predicted by SCF's sales forecasting

Option 1: Upgrade existing UK factory

Option 2: Build new factory in Spain



Appendix E: Forecasts for selected economic variables, 2025–2028

	2025	**2026**	**2027**	**2028**
UK GDP growth (%)	+0.2	+1.2	+0.6	+1.3
EU GDP growth (%)	+3.1	+3.6	+4.2	+5.1
UK unemployment (%)	5.5	6.2	7.1	7.0
UK interest rates (%)	5.4	5.2	5.5	6.1
Value of the £ in euros	€1.18	€1.10	€1.03	€1.00

02 Read the information about **SCF**.

To what extent do the changes in the economic environment create more threats than opportunities for SCF?

Use **Appendix E** and the other information provided in your answer.

[16 marks]

Deadline- first lesson back in September – Hand to Mrs Matharu & Miss Polat