

A Level Business Studies

Key Aspects of Knowledge

- ▶ To develop a critical understanding of organisations, the markets they serve and the process of adding value
- ▶ To be aware that business behaviour can be studied from the perspectives of a range of stakeholders
- ▶ To acquire a range of skills including decision-making and problem-solving
- ▶ To be aware of the current structure of business and business practice.

Key Aspect of Skills

- ▶ To develop your ability to acquire a range of important and transferable skills including data skills, presenting arguments, making judgments and conducting research. This course has no coursework or controlled assessment. You will sit three exams.

Theme 1: Marketing and people

- ▶ You will will develop an understanding of:
 - ▶ meeting customer needs
 - ▶ the market
 - ▶ marketing mix and strategy
 - ▶ managing people
 - ▶ entrepreneurs and leaders.

Theme 2:

Managing business activities

- ▶ You will will develop an understanding of:
- ▶ raising finance
- ▶ financial planning
- ▶ managing finance
- ▶ resource management
- ▶ external influences.

Theme 3: Business decisions and strategy

- ▶ This theme develops the concepts introduced in Theme 2. You will develop an understanding of:
- ▶ business objectives and strategy
- ▶ business growth
- ▶ decision-making techniques
- ▶ influences on business decisions
- ▶ assessing competitiveness
- ▶ managing change.

Theme 4: Global business

- ▶ This theme develops the concepts introduced in Theme 1. You will develop an understanding of:
- ▶ globalisation
- ▶ global markets and business expansion
- ▶ global marketing
- ▶ global industries and companies (multinational corporations).

AS LEVEL THEME 1

Marketing

People in work

AS LEVEL THEME 2

Operations Planning
Financial Planning
External Influences

A LEVEL THEME 3

Objectives and strategy

Growth

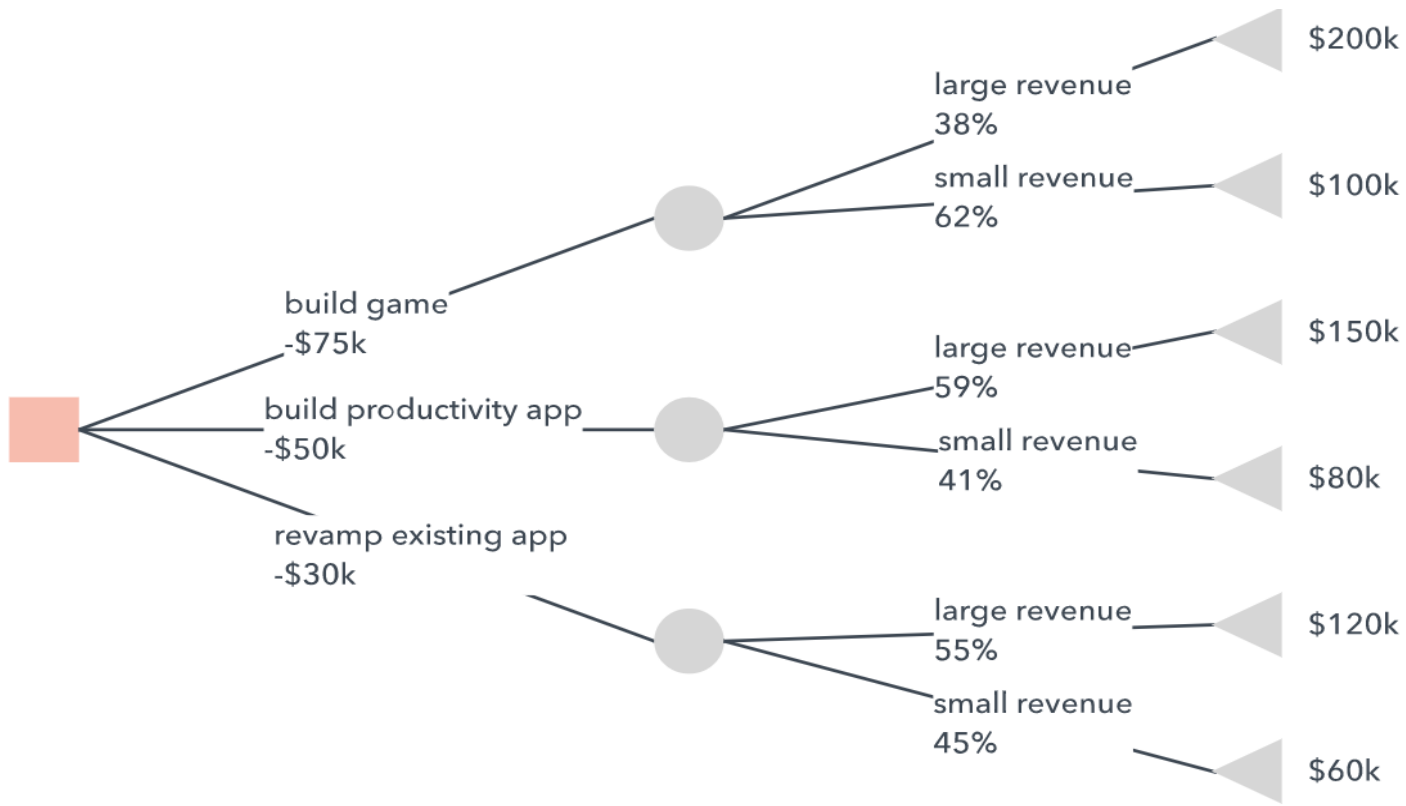
Decision-making

Change management

A LEVEL THEME 4

Global marketing
Global markets
Global influences

DECISION TREES

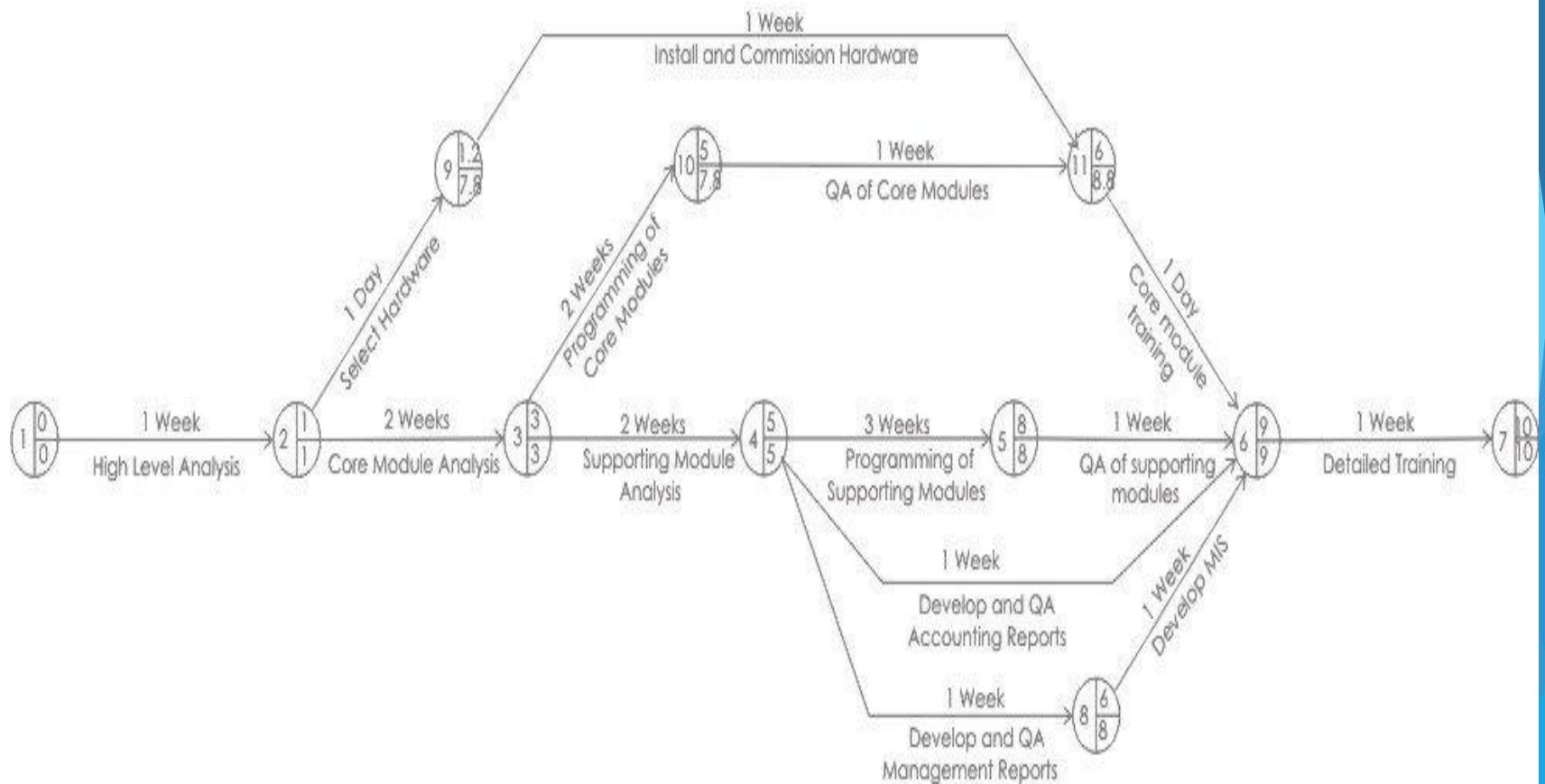


CRITICAL PATH ANALYSIS

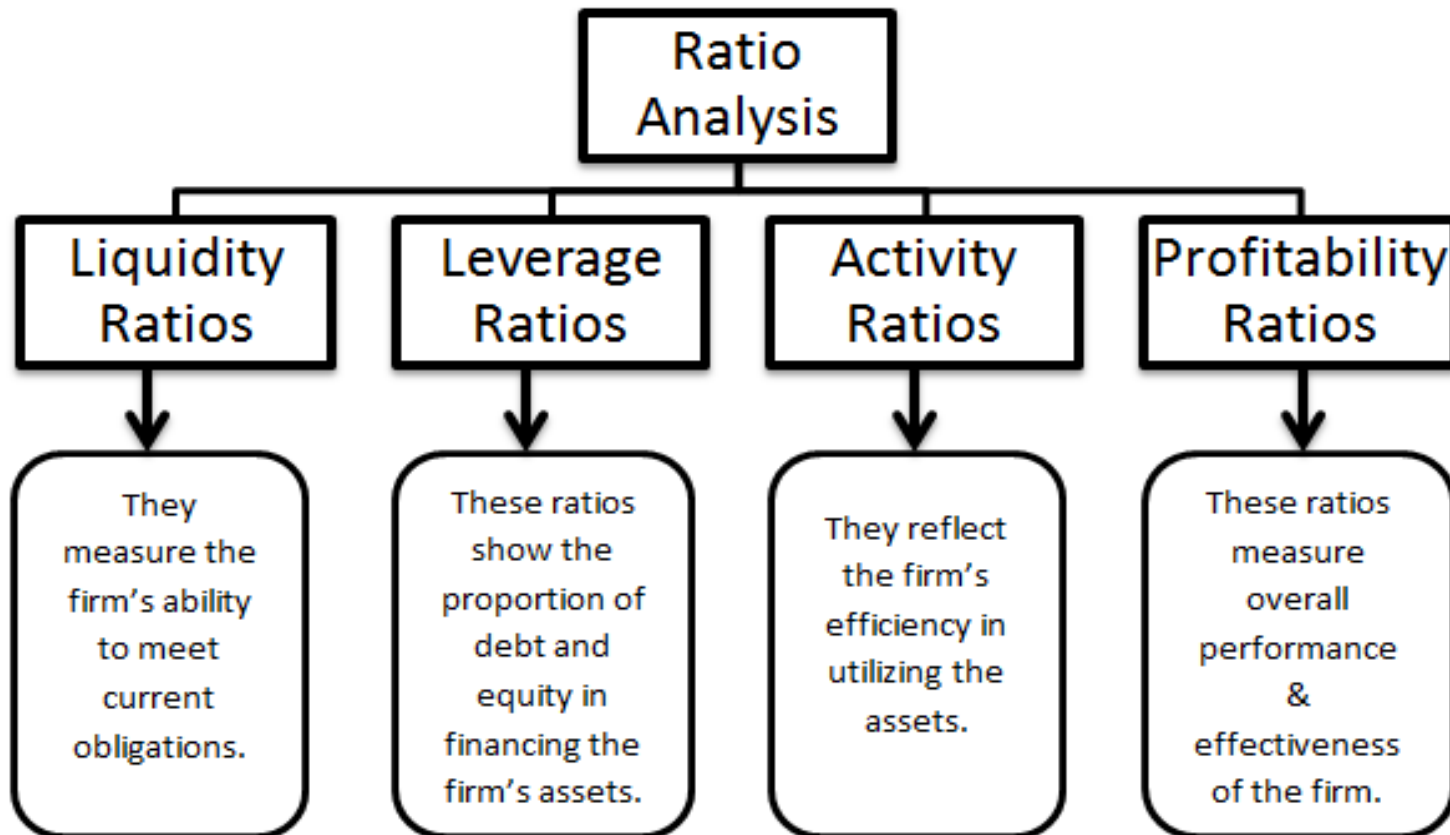
Task	Earliest start	Length	Type	Dependent on...
A. High level analysis	Week 0	1 week	Sequential	
B. Selection of hardware platform	Week 1	1 day	Sequential	A
C. Installation and commissioning of hardware	Week 1.2	2 weeks	Parallel	B
D. Detailed analysis of core modules	Week 1	2 weeks	Sequential	A
E. Detailed analysis of supporting modules	Week 3	2 weeks	Sequential	D
F. Programming of core modules	Week 3	2 weeks	Sequential	D
G. Programming of supporting modules	Week 5	3 weeks	Sequential	E
H. Quality assurance of core modules	Week 5	1 week	Sequential	F
I. Quality assurance of supporting modules	Week 8	1 week	Sequential	G
J. Core module training	Week 6	1 day	Parallel	C,H
K. Development and QA of accounting reporting	Week 5	1 week	Parallel	E
L. Development and QA of management reporting	Week 5	1 week	Parallel	E

CRITICAL PATH ANALYSIS

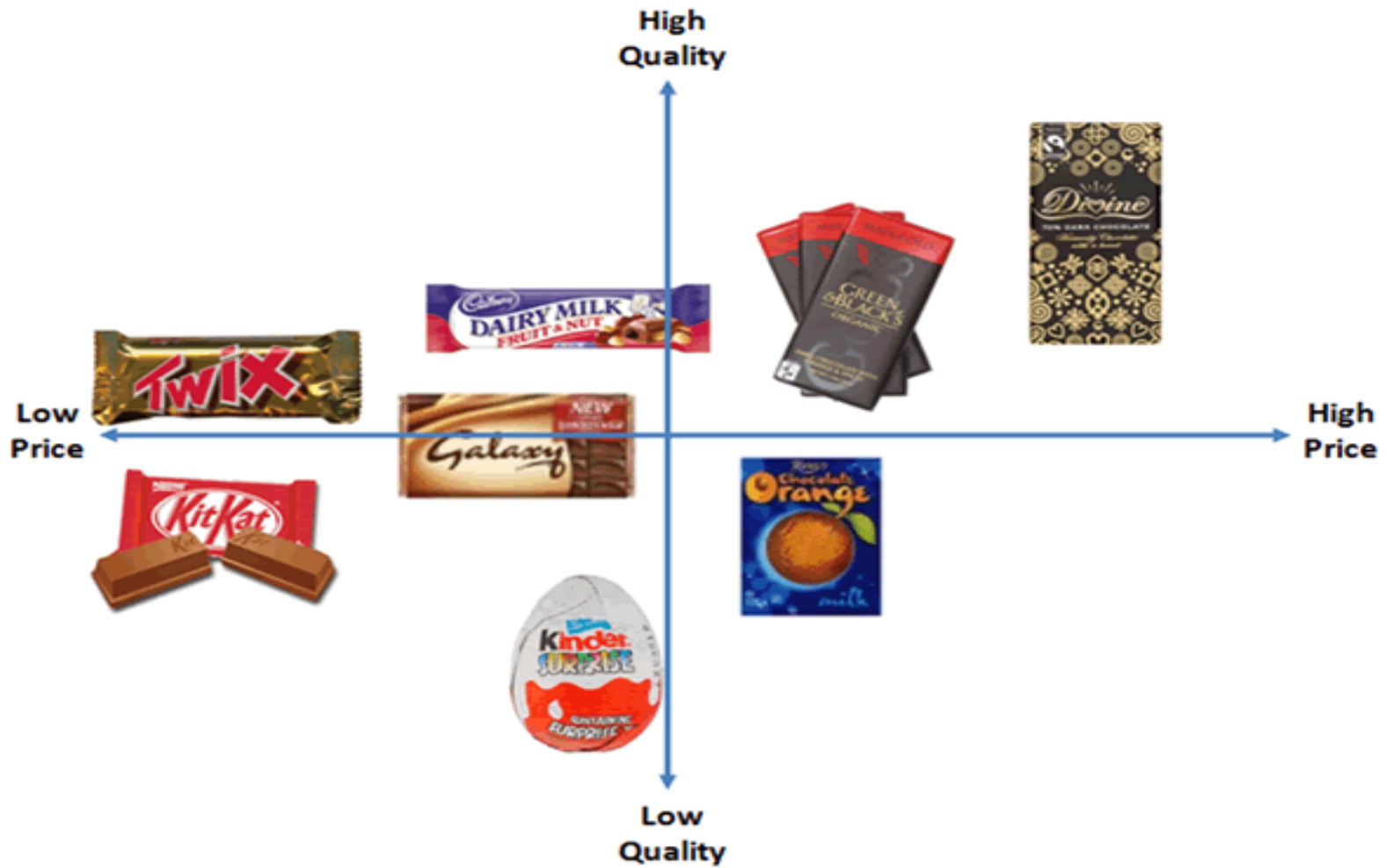
Figure 5: Critical Path Analysis for Example Computer Project



RATIO ANALYSIS

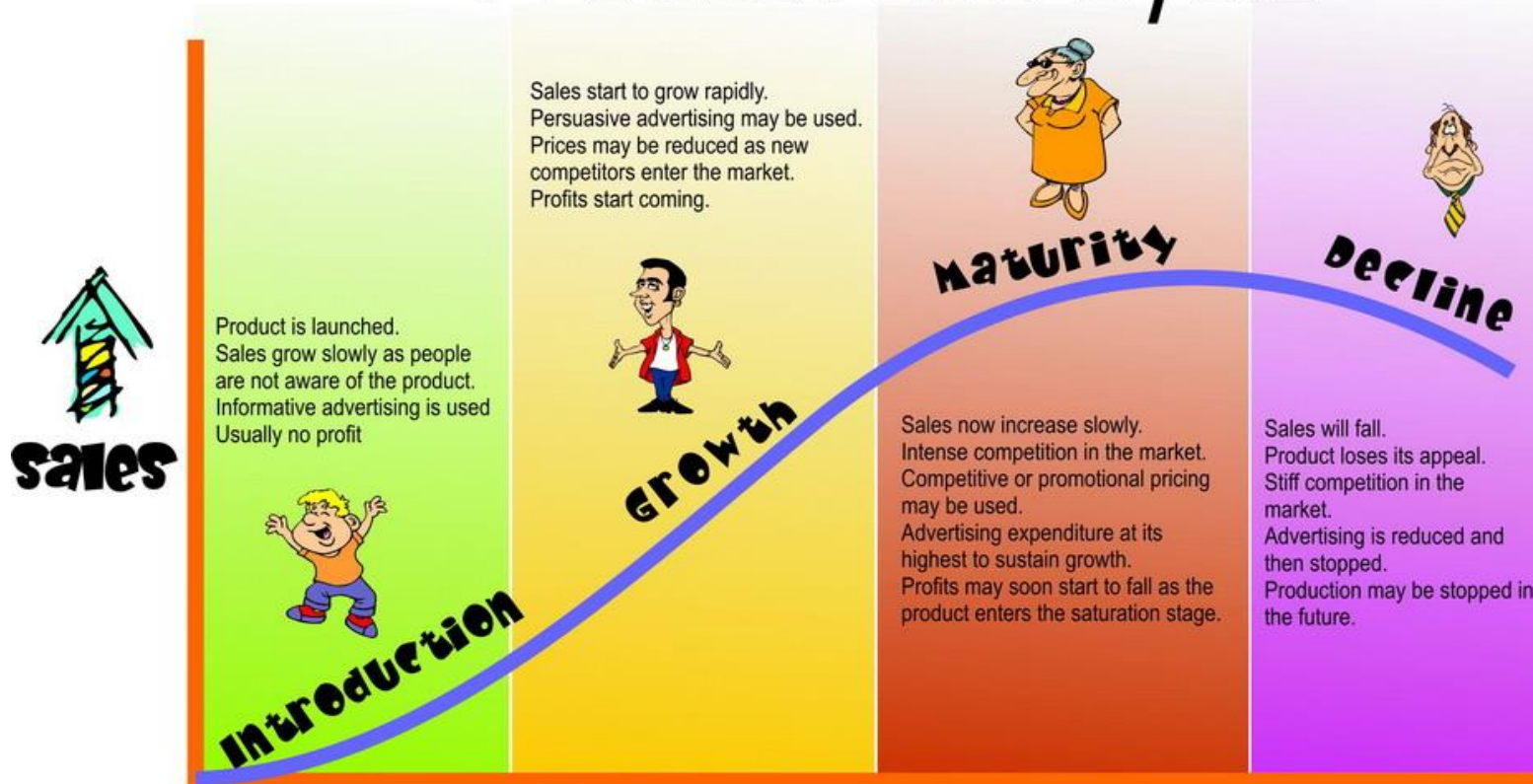


MARKET MAPPING



PRODUCT LIFE CYCLE

Product Life Cycle



Destinations

- ▶ Maritime and Commercial Shipping Law
- ▶ Quantity Surveying and construction
- ▶ Radiography
- ▶ Insurance accounts
- ▶ Retail and Fashion design
- ▶ Business management
- ▶ Advertising
- ▶ Politics
- ▶ Human Resources and personnel
- ▶ Trainee Management Schemes / Higher Apprenticeships
- ▶ Accountancy

the

FEESTIVAL

challenge



*Here's your
challenge*



Every year, over 40,000 tents get left at festivals, most of which go straight to landfill - a huge waste.



Your challenge is to outline a potentially viable solution to the problem of the 40,000 abandoned tents each year.

How will you solve this problem?



Things to think about

How much time are you giving to clear up the tents?

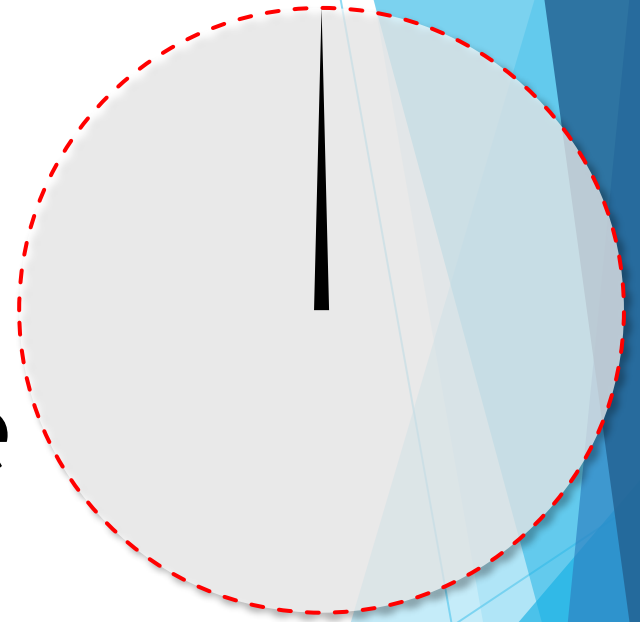
Are you paying the team to do this, what are the advantages and disadvantages of your decision?

What would you use the tents for; will you repurpose them or forward them to a social course?

You also find a lot of the following items, how would you repurpose each of these, rather than going to landfill



In your teams, you have 10 minutes to come up with a solution to this problem. You will be required to pitch your suggestions





Let's
hear
your
ideas!