

A-level Business introduces you to the dynamic business environment and the importance of entrepreneurial activity in creating business opportunities and sustaining growth. You will have the opportunity to develop a wide range of essential skills required for higher education and employment. If you want to do some research into Business before you start at Carmel then we have put some ideas below!

A-Level Business Course Summary

Component 1 – Business Opportunities and Functions	Studying how to start your own business and an introduction into management of the different functional areas which include HR, operations, marketing and finance departments.
Component 2 – Analysis and strategies	Develop analytical skills to investigate business opportunities and problems in a number of different contexts and evaluate a range of quantitative and qualitative data to suggest possible strategic responses from businesses.
Component 3 – Business in a changing world	This unit focuses on how businesses adapt to succeed in a dynamic external environment and understand how large businesses now operate in a global marketplace.

Below are some activities that you could undertake in order to help you prepare for A-Level Business at Carmel College. You do not have to study Business at GCSE to take it at Carmel so don't worry if there are topics that you do not understand. You can also find a link to the specification in order to see more details about the topics you will be studying over the 2 years at Carmel.

A-Level Business EDUQAS specification – [click here](#)

a) Component 1 Activity – Becoming entrepreneur research task

You could complete a profile or poster highlighting your favourite entrepreneur (Someone who has started their own business), consider the key points about their business i.e. What challenges they faced? What risks they took? What characteristics do they have that made them successful? You can pick your own entrepreneur however some you could use may include:

- Levi Roots (Reggae Reggae sauce)
- J.K. Rowling (Harry Potter franchise)
- Richard Reed (Innocent smoothies)
- Anita Roddick (Bodyshop)
- James Dyson (Dyson).



- **b) Component 2 / 3 activity – Analysis and strategy SWOT research**

Pick a business of your choice (Maybe Apple, Tesco, high street retailers) research them and complete a SWOT analysis of the business and the market it is in. Here is a good example of a SWOT analysis completed for Amazon – [click here](#)



S = Strengths (Internal positives such as strong brand or strong financial performance)

W = Weaknesses (Internal problems such as staffing issues or poor performance)

O = Opportunities (External factors they can take advantage of such as changing consumer tastes or technology)

T = Threats (External factors that are risk factors such as political changes, changing competition)

Potential Research Activities

- Tutor2u** - Follow tutor2u for lots of resources including business videos, student notes and more – [click here](#) or have a go at their weekly Biz quiz – [click here](#)
- Exam board resources** - Follow the exam board for further reading of student notes and other interactive activities for Business A-Level – [click here](#)
- BBC Bitesize** - Follow GCSE Business BBC Bitesize to find out more at what Business students did at GCSE (Remember however, you do not need to study GCSE Business to study A-Level) – [click here](#)
- Business podcasts** - You could follow business podcasts if you want to keep up-to-date with real world business such as BBC Bottom Line with Evan Davis – [click here](#) or BBC Business Daily – [click here](#)
- Documentaries** - There are lots of Business related films and documentaries – The ‘Inside the factory’ BBC series can help you understand business operations – [click here](#).
This Time2resources link has worksheets to complete for 2 Business documentaries including ‘Aldi v Lidl Supermarket wars’ – [click here](#) and ‘Rotten Bitter Chocolate’ - [click here](#)
- Movies** - Remember Business is everywhere, even if you can watch the film ‘The Greatest Showman’ it is an example of a Business entrepreneur!

