

A-Level Business Course Summary

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| 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 – Marketing Mix - Starting up a business

You are to come up with your own business idea that you could successfully run and bring to the market. You can do this on a PowerPoint or create a Poster. All businesses have choices to make when it comes to marketing their products, this is known as the marketing mix, often referred to as the **4Ps** of marketing – **P**rice, **P**roduct, **P**lace and **P**romotion.

First of all watch the following clip – [click here](#) – to see the marketing mix for Apple. This will give you an idea of what to include.

Product – This could be a good or a service offered for sale to customers. Who is your product/service aimed at? How is your product unique/different to competitors? Consider your branding – how do you want your customers to associate your product?



Price – How much are you going to sell your product for and why? How much would it cost you to produce the product/service? What are your competitors charging? The following clip looks at how a business set their prices – [click here](#).

Place – Where are you going to sell your product/service and how are you going to get your goods to the customer. Remember to think about who you are aiming your product at. Think about the growth of e-commerce (online sales).

Promotion – this is how we find out about products and it provides us with up-to-date information about those products, usually using different types of media. The following are examples: TV, magazines, radio, internet, packaging promotions (buy one get one free)

b) Component 2 / 3 activity – Analysis and strategy – Crisis Management

Due to these unprecedented times with the coronavirus crisis, many businesses have been impacted. The coronavirus is an unforeseen event that is threatening many businesses. All business sectors have been impacted in some way. Some sectors have suffered more than others, while others sectors have used this as an opportunity to increase revenue (think back to your last task SWOT analysis).



Watch this clip – [click here](#)

List at least 6 sectors you think have been impacted negatively by the coronavirus, examples include cinemas and hotels.

List at least 6 sectors you think have benefited from the coronavirus, examples include home gym equipment and Netflix.

For each sector explain how have they been impacted?

What plans are they taking to minimise the risk on their business activities? For example delaying rent payments to keep cash in the business.

Further Research Activities

Now is the perfect time to watch some business documentaries/TV Shows to develop your understanding of the business world and make links to the business specification.

- Dragons Den - [Click here](#) Numerous entrepreneurs pitch their business ideas to a panel of venture capitalists in the hope of securing investment finance from them.
- Show me what you're made of – [click here](#) A series of programmes working with people from across the world who make the everyday items that we take for granted.
- 9 to 5: [click here](#) - A group of 16-18-year-olds in different industries crying out for young workers for the ultimate work experience.
- Inside the Factory: [click here](#) From bean to bar in one of the world's largest chocolate factories.
- Consumer rights [click here](#) - Consumer issues and consumer law

Business Inspired Movies

- In Time - How would the world survive without monetary currency?
- The Social Media - The Facebook story
- The Internship - Working for Google