TAVERHAM SIXTH FORM

A LEVEL BUSINESS

A Guide to A-level Business/Preparation for September

Business A-level Course Outline

Examination Board: AQA A-Level Business 7138

About the course

Business is a popular academic course that is firmly grounded in the reality of the dynamic business environment. You will learn subject exciting modern business content alongside real business events such as the global recession, the BP Deepwater Horizon oil spill and the leadership of great entrepreneurs such as Ben Francis and Jo Malone to bring theory to life. As well as looking at fundamental business functions such as human resources, marketing, finance etc. there is a newer focus on digital technology and e-commerce, international business, globalisation and business ethics. It is what you read and hear about in the news, backed by up-to-date case studies to bring the subject to life.

Entrance requirements

6 GCSEs at Grade 4 or above including Maths and English Language and *either* Grade 5 in Business GCSE *or* Grade 5 in English Language if Business not taken.

A-level content

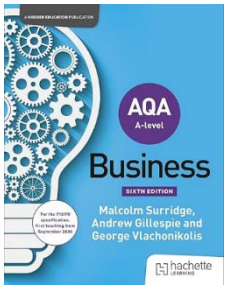
1. Business & objectives
2. Forms of business & stakeholders
3. Marketing management
4. Financial management
5. People management
6. Operations management
7. Managing business culture
8. Business & society
9. External environment
10. Strategy
11. Change

Assessment/Careers

Paper 1: Business	+	Paper 2: Business 2	+	Paper 3: Business 3
What's assessed Topics 1-4		**What's assessed** Topics 5-7, 1-4 linked		**What's assessed** Topics 8-11, 1-7 linked
Assessed • written exam: 2 hours • 90 marks in total • 33.3% of A-level		**Assessed** • written exam: 2 hours • 90 marks in total • 33.3% of A-level		**Assessed** • written exam: 2 hours • 90 marks in total • 33.3% of A-level
Questions Two compulsory sections: • Section A case study and essay questions (6,9,15 marks) • Section B case study and essay questions (6,9,15 marks)		**Questions** Two compulsory sections: • Section A case study and essay questions (6,9,15 marks) • Section B case study and essay questions (6,9,15 marks)		**Questions** Two compulsory sections: • Section A case study and essay questions (6,9,15 marks) • Section B case study and essay questions (6,9,15 marks)
Careers: Business Studies helps you to develop a variety of employability skills such as effective communication, teamwork and critical thinking skills. Career opportunities include accounting, investment banking, retail management, human resources, strategic buying and marketing to name a few.				

Reading List

AQA recommended textbooks



AQA A-level Business (Surridge & Gillespie)

Please be aware that if you are eligible for post 16 bursary funding then the cost of relevant books and resources may be covered depending on family circumstances – please ask in the sixth form office for further details.

This is a brand new text book and is available for pre order now and will be available from end Aug 2026.

Other good sources to read

Business Review magazine – students will have access to this through the school library.
A good quality newspaper (particularly the business section) such as The Guardian, The Times, The Telegraph, The Independent or The I (for a more concise read).
Books and autobiographies written by famous entrepreneurs such as Howard Schultz, Terry Leahy, Richard Branson, Alan Sugar, Karan Bilimoria, Duncan Bannatyne, Deborah Meaden, Peter Jones, Theo Paphitis, Fraser Doherty etc
Journals and magazines may also be useful to read to broaden your knowledge such as The Economist, Marketing and The Grocer.

Films/Documentaries

Enron: The Smartest Guys in the Room (2005)
https://www.imdb.com/title/tt1016268/
The Corporation (2003)
https://www.imdb.com/title/tt0379225/

Useful websites

- www.aqa.org.uk
- 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.

Preparation for September

Please complete all work on lined paper (or word process) making sure your name is clearly marked at the top of each sheet. Please bring with you to your first lesson in September.

Section 1: Costs, Revenue and Profit

Calculating costs, revenues and profits are part of decision making to improve financial performance. To help you understand the fundamentals of how these concepts are calculated, read the information below and complete the corresponding activities.

Key Terms and Calculations

Key Term	Definition	Calculation
Selling price	The amount that a customer pays in order to receive goods or services	
Revenue	The total amount of money earned by a business from selling its goods or services	Revenue = selling price x number sold
Fixed cost	Costs that do not change with level of output. Also known as overheads or indirect costs.	Total fixed costs = all fixed costs added together
Variable cost	Costs that change with level of output. If output increases the total variable costs will increase. Also known as direct costs.	Total variable cost = variable cost per unit x output
Total cost	The sum of all the costs added together	Total costs = fixed costs + variable costs
Profit	The amount of money left from revenue once all costs have been deducted. If the revenue is greater than the total costs the business has made a profit. If it is lower they have made a loss.	Profit = revenue – total costs

Worked example:

Source: AQA Business Studies BUSS2 Numerical Skills Workbook, ZigZag Education 2012

Simone's Sandwich Shop is a small business based in Suffolk which supplies sandwiches and homemade cakes to employees of local firms. They also sell to people who are passing by the shop and businesses that do not have the facilities to cater for meetings or events they are holding. The business will serve approximately 80 customers each day who each spend around £3.75. The business spends on each customer around £0.40 on raw materials, £0.70 on wages and £0.15 on energy for each one served. The weekly costs are £225 for rent, £35 insurance, £50 business rates and salary £325. The business opens for five days a week.

1. Calculate the revenue achieved by Simone's Sandwich Shop during one week of trading (3 marks)
    a. ***£3.75 x 80 (customers) = £300 per day***
    £300 x 5 (days) = £1,500 per week

2. Calculate the total variable costs per week of Simone's Sandwich Shop (4 marks)
    a. ***£0.40 (raw materials) + £0.70 (wages) + £0.15 (energy) = £1.25 per customer***
    £1.25 x 80 (customers) = £100

3. Calculate the total weekly costs of Simone's Sandwich Shop (4 marks)
    a. ***Fixed costs = £225 (rent) + £25 (insurance) + £50 (business rates) + £325 (salary) = £625***
    Total costs = £625 (total fixed costs) + £500 (total variable costs) = £1,125 total costs per week.

4. Calculate the weekly profit or loss of Simone's Sandwich Shop (2 marks)
    a. ***£1500 (revenue) - £1125 (costs) = £375 weekly profit***

Your activity

Smyth Special Occasions is a business that organizes special events including weddings, stag, hen, birthday and anniversary parties. The business charges each customer £1,000 to organize the event. The business has a number of costs that are paid on a weekly basis:

- event planner's salary £450
- office assistant's salary £300
- rent £150
- insurance £50
- office heating and light £50

The business usually organizes ***four events per week***. The costs associated with ***each event*** include:

- event staff wages £300
- travel £100
- leased equipment £100

Remember:

- ✓ write your answers on a separate piece of paper with your name clearly at the top
- ✓ show your calculations like in the example above
- ✓ clearly label your answers

1. Calculate the revenue achieved by Smyth Special Occasions per week (2 marks)
2. Calculate the total variable costs per week for Smyth Special Occasions (3 marks)
3. Calculate the total fixed costs per week of Smyth Special Occasions (2 marks)
4. Calculate the total weekly costs of Smyth Special Occasions (2 marks)
5. Calculate the weekly profit or loss of Smyth Special Occasions (2 marks)

This activity will be used to see your numeracy skills in a business context.

Section 2: Marketing management

Conduct your own research into the ***Fast Fashion Industry*** and ***on one side of A4*** please address the following two questions in an essay:

1. Analyse the ethical issues these businesses face with the low pricing of their products.
2. Research the 7 elements of the promotional mix, choose one and analyse how this factor helps promote a business in fast fashion successfully. Explain how you know it's successful.

This activity will be used to see your level of written communication in a business context.

Please bring all work with you to your first lesson in September