

St Bede's Catholic College

Year 11 into 12
Transition Work

Business Studies



Exam board: Edexcel

Course length: Two years

Specification:

https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694_GCE2015_A_BUS_WEB.PDF

Exam structure:

Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

Theme 2: Managing business activities

Students 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. Students 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. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations).

PAPER 1 – Marketing, people and global businesses

- 100 marks / 2 hours
- 35% of the total qualification
- Themes 1 and 4 covered

PAPER 2 – Business activities, decisions and strategy

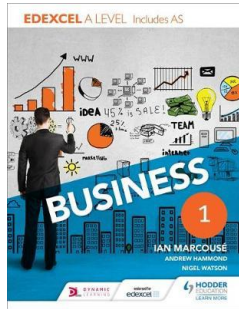
- 100 marks / 2 hours
- 35% of the total qualification
- Themes 2 and 3 covered

PAPER 3 – Investigating business in a competitive environment

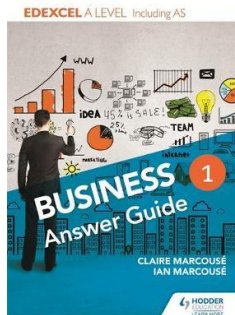
- 100 marks / 2 hours
- 30% of the total qualification
- Pre- Release material release in November before exam
- All themes covered

Useful textbooks:

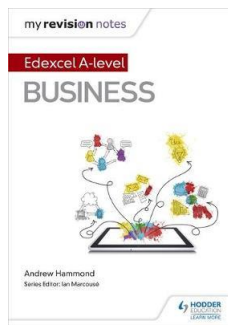
Year 1:



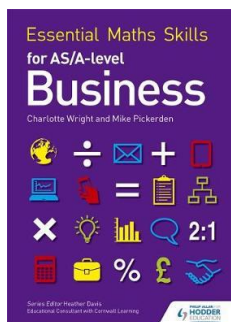
Edexcel Business A Level Year 1
Publisher: Hodder Education
ISBN: 9781471847769
Year: 2015



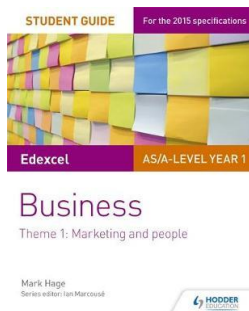
Edexcel Business A Level Year 1:
Answer guide
Publisher: Hodder Education
ISBN: 9781471847790
Year: 2015



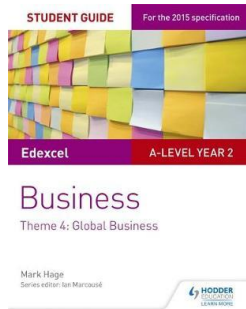
My Revision Notes: Edexcel A-level
Business - My Revision Notes
Publisher: Hodder Education
ISBN: 9781471883224
Year: 2015



Essential Maths Skills for AS/A Level
Business - Essential Maths Skills
Publisher: Hodder Education
ISBN: 9781471863479
Year: 2015

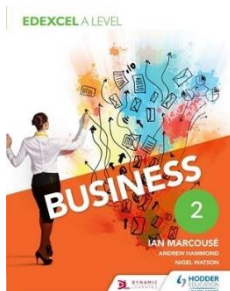


Edexcel AS/A-level Year 1 Business
Student Guide: Theme 1:
Marketing and people
Publisher: Hodder Education
ISBN: 9781471863479
Year: 2017

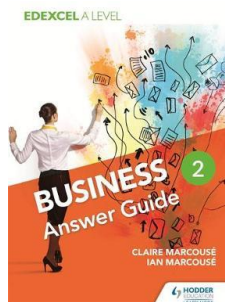


Edexcel AS/A-level Year 2 Business
Student Guide: Theme 4: Global
Business
Publisher: Hodder Education
ISBN: 9781471863479
Year: 2017

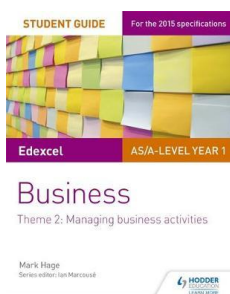
Year 2:



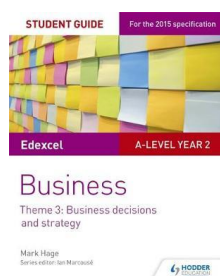
Edexcel Business A Level Year 2
Publisher: Hodder Education
ISBN: 9781471847813
Year: 2015



Edexcel Business A Level Year 2:
Answer Guide
Publisher: Hodder Education
ISBN: 9781471847844
Year: 2015



Edexcel AS/A-level Year 1 Business
Student Guide: Theme 1:
Managing business activities
Publisher: Hodder Education
ISBN: 9781471883736
Year: 2017



Edexcel AS/A-level Year 1 Business
Student Guide: Theme 3: Business
Decisions and Strategy
Publisher: Hodder Education
ISBN: 9781471883255
Year: 2017

Useful websites:

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

<https://www.tutor2u.net/search?q=business+edexcel>

<https://www.brainscape.com/subjects/business-edexcel>

www.bized.co.uk

www.businesscasestudies.co.uk

Freakonomics Podcast - <https://freakonomics.com/archive/>

www.bbc.co.uk/news/business

Sample/past papers:

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.coursematerials.html#filterQuery=Pearson-UK:Category%2FExam-materials>

Transition work:

For Paper 3 of the Business Studies A-Level you will conduct research ready for the exam. You will sit a Mock Paper 3 this year. Your summer work is to conduct preliminary research which you can then use in your Mock Paper 3 exam.

Investigating business in a competitive environment

Context

This year the context is the market for entertainment and the private businesses operating in this market in the UK and/or internationally.

Research

To prepare for this year's context, you should research:

- Types of entertainment – both live and non-live, including drama, musicals, concerts and TV and video, OTT* video, music streaming.
- Businesses that operate to supply services in the entertainment market, e.g. cinemas, theatres, OTT media businesses, TV companies, ticketing agencies.
- Trends in this entertainment market over the last 20 years, including changes in supply and demand, investment, technology and business growth.
- The competitive environment and government policies affecting suppliers in the UK entertainment market.
- Marketing and promotions in the UK entertainment industry.
- Financing the UK entertainment industry.
- Human resource management in the UK entertainment industry.
- Influences on the global market for entertainment over the last 20 years, such as the technological change, culture, social trends, migration, changing costs and prices.

*OTT stands for 'over-the-top', the term used for the delivery of film and TV content through the internet with companies such as Netflix or Amazon Prime, without requiring users to subscribe to a traditional cable or satellite pay-TV service such as Sky or BT Vision.

You can carry out your research by primarily using online resources, as well as keeping your eyes and ears open when watching the news and TV. You need to put together a research pack using the following subtitles. You should have 3 explained examples for each title.

- 1. Types of entertainment e.g. Theatre, Cinema**
- 2. Entertainment suppliers e.g. Props, software**
- 3. Entertainment trends e.g. Streaming, video**
- 4. Competitive environment for entertainment e.g. Netflix vs Amazon**
- 5. Marketing and promotions e.g. Billboards, adverts**
- 6. Financing entertainment e.g. Costs, profits**
- 7. Staffing and employment in entertainment e.g. Filmstars, extras**
- 8. Influences on the entertainment industry e.g. Technology, social media**

You then need to answer the following questions:

1. **Assess the extent to which changing social trends, over the last 20 years, have influenced the global market for entertainment (12)**
2. **Assess the likely impact of technology on OTT companies such as Netflix (12)**
3. **Evaluate two promotional methods that could be used by global multinational film production companies to promote their latest movie. (20)**

STRUCTURE:

12 marks = 1 paragraph for, 1 paragraph against and a conclusion.

20 marks = 2 paragraph for, 2 paragraph against and a conclusion.

It is essential that this work is completed to a high standard as we will be using this pre-release as part of your Year 12 exams.

Miss Hancock is Head of Business Studies. Please email her on ja.hancock@stbcc.org with any queries.