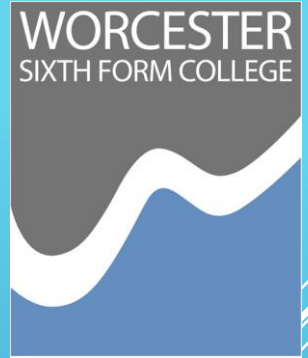


BUSINESS STUDIES

▶ A LEVEL & VOCATIONAL



WORCESTER
SIXTH FORM COLLEGE



INTRODUCTION: WHAT IS BUSINESS STUDIES?



Relevant to everyday life



Subject that is constantly changing



ST



TYPICAL STUDENT PROFILE

- ▶ Interested in the nature, strategies and structure of businesses
- ▶ Happy to share ideas and news stories around business
- ▶ Keen to use numerical analysis learned from GCSE Maths and applied to businesses
- ▶ Confident with GCSE English written skills and structuring logical arguments on paper applied to businesses
- ▶ Combines Business with ANY other subjects: Economics, History, Geography, Maths, Languages, Sociology Law, Accounting, English, Media . . . EVERYTHING!
- ▶ Determined to revise on a weekly basis and not leave it until the end of the year



A LEVEL BUSINESS - COURSE OUTLINE

100% EXAMS - TAKEN AT THE END OF THE TWO YEARS, AFTER STUDYING THE SPECIFICATION CONTENT:

COMPONENT 1:	COMPONENT 2:	COMPONENT 3:
<p>Section A = Compulsory short answer questions</p> <p>Section B = Compulsory data response questions</p> <p>80 marks.</p> <p>Exam - 2 hour 15 minutes</p> <p>= 33 ⅓% of the A Level</p>	<p>Compulsory data response and structured questions</p> <p>80 marks.</p> <p>Exam - 2 hour 15 minutes</p> <p>= 33 ⅓% of the A Level</p>	<p>Section A = Compulsory questions based on a case study</p> <p>Section B = One synoptic essay from a choice of three.</p> <p>80 marks.</p> <p>Exam - 2 hour 15 minutes</p> <p>= 33 ⅓% of the A Level</p>

BUSINESS A LEVEL – CONTENT

Component 1	Component 2	Component 3
<p>Business Opportunities and Functions</p> <p><i>Including topics such as:</i></p> <ul style="list-style-type: none"> Enterprise Business plans Markets Market research & Marketing Legal Structure Raising Finance Break-even analysis Financial management, Costs & Profit Organisation Structure Motivation Management & leadership Quality Technology 	<p>Business Analysis and Strategy</p> <p><i>Including topics such as:</i></p> <ul style="list-style-type: none"> Data analysis Market analysis Sales forecasting Analysing financial performance Aims and objectives Strategy and implementation Decision-making models Investment appraisal Special orders 	<p>Business in a Changing World</p> <p><i>Including topics such as:</i></p> <ul style="list-style-type: none"> Change Risk management PEST factors Ethical, legal and environmental factors International trade Globalisation The European Union

APPLIED BUSINESS COURSES



YEAR ONE

YEAR TWO

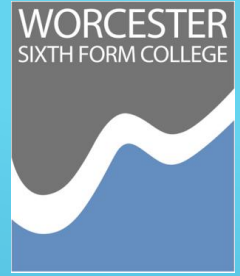
CERTIFICATE (1 AS LEVEL)

EXTENDED CERTIFICATE
(1 A LEVEL)

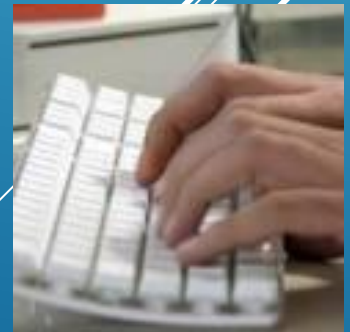
FOUNDATION
DIPLOMA
(1.5 A LEVELS)

EXTENDED DIPLOMA
(3 A LEVELS)

OCR TECHNICAL CERTIFICATE / DIPLOMA



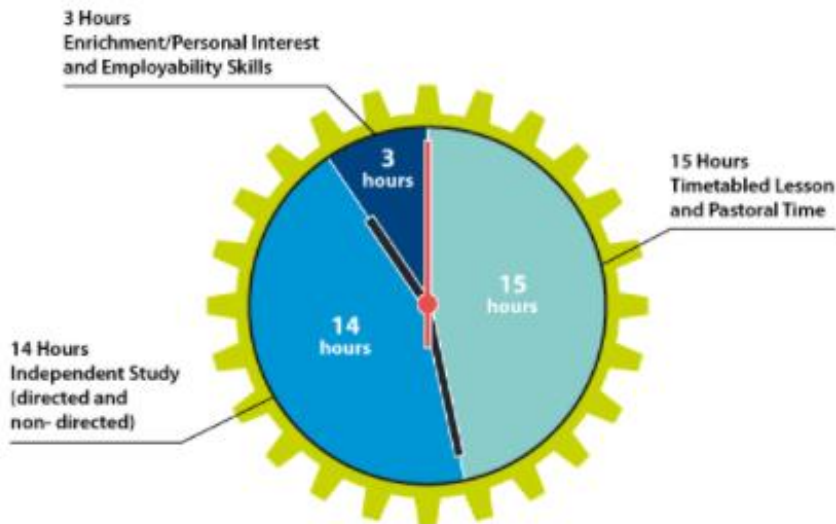
- A-level equivalent course
- Combination of exams and coursework
- Need to meet deadlines
- Controlled assessments
- Graded Pass, Merit, Distinction





COMMON MISCONCEPTIONS AROUND BUSINESS

- ▶ “Business doesn’t have much maths in it”
- ▶ **NOT TRUE!** You will need to use your GCSE Maths skills throughout the course, calculating profit, ratios and breakeven, learning new formulae
- ▶ “Business is a boy’s subject”
- ▶ **NOT TRUE!** Our female and male students perform equally as well
- ▶ “Business is an easy subject”
- ▶ **NOT TRUE!** All subjects are straight forward if you put the hours in and difficult if you don’t!
- ▶ See the Worcester Working Week WWW



ACTIVITIES & EVENTS

Trips are an important part of both courses

VISITING SPEAKERS OR
COMPANIES



Enrichment: Young Enterprise

Do you aspire to set up & run your own business?

- ▶ Apply to participate in the Company Programme; sum up your skills / experience and be interviewed to assess your entrepreneurial ability
- ▶ Attend twice weekly enrichment lessons & complete tasks between meetings – **includes some evenings / weekends (3-4 per year)**
- ▶ Develop business ideas, take on the challenges of marketing, sales, managing finance and human resources
- ▶ **Maybe win a prize for Best Company or Most Innovative Product**



Team Athena – West
Midlands Region
Company of the Year
in 2019

MARKET SIZE, GROWTH AND SHARE

All Business courses include key concepts of Market Size, Growth and Share

Much of our study is focused around real businesses

Market Size is the total volume of sales (number of units) or the total sales value achieved by all businesses in a particular market. For example:

In 2016 the global unit sales of games consoles was 26.6 million units

In 2020 the global sales value of games consoles was US\$ 53.9 billion dollars

**Get someone to grab you a calculator
you will need one shortly!**



MARKET SIZE, GROWTH AND SHARE

Market Growth is the percentage increase or decrease in the market size; and so it is calculated as follows:

$$\frac{\text{New / Latest Market size} - \text{old / previous market size}}{\text{Old / previous market size}} \times 100$$

Example: In 2020 total sales value of games consoles was US\$ 53.9 billion, whereas in 2019 it was US\$ 45.2 billion

Market growth was therefore:

$$\frac{53.9 - 45.2}{45.2} \times 100 = 19.25\%$$



Market share, is the proportion of the total market sales, in terms of value or volume that a business achieves

It is calculated as follows:

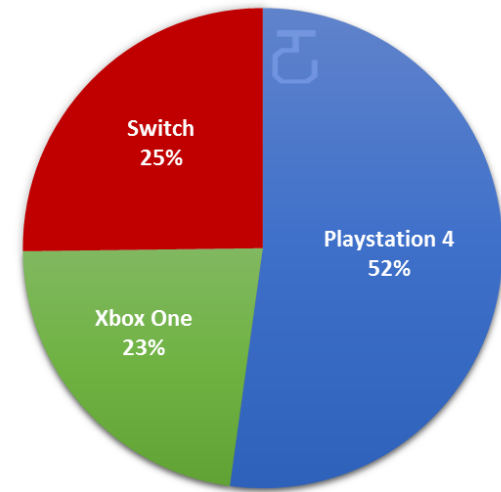
Volume based calculation:

$$\frac{\text{Sales units achieved by a business for a given period}}{\text{Total market sales units for a given period}} \times 100$$

Value based calculation:

$$\frac{\text{A business's sales value for a given period}}{\text{Total market sales value for a given period}} \times 100$$

Worldwide Market Share of Gaming Consoles - March 2020



All business courses will at times involve calculations and the interpretation of data; for example:

Table 1: Global Unit sales (millions) of games consoles from 2014 to 2016

	2014	2015	2016
Nintendo	13.6	11.4	6.6
Sony	20.4	20	13.9
Microsoft	10.5	9.5	6.1
TOTAL SALES	44.5	40.9	26.6

- 1) By how much did the games console market decrease (fall in growth) between 2014 and 2016?
- 2) What happened to Nintendo's market share over the same period?

See if you can do these!

Solutions:

- 1) Market size in 2014 = $13.6 + 20.4 + 10.5 = 44.5$ million units
Market size in 2016 = $6.6 + 13.9 + 6.1 = 26.6$ million units

Growth over the period:

$$\frac{26.6 - 44.5}{44.5} \times 100 = -40.22\% \text{ **Decrease**}$$

The games market decreased in size over this period

2) Nintendo's market share in 2014 = $\frac{13.6}{44.5} \times 100 = 30.56\%$

Nintendo's market share in 2016 = $\frac{6.6}{26.6} \times 100 = 24.81\%$

Nintendo's market share fell over this period by 5.75%!

REVITALISING NINTENDO



The Wii U was a flop...

Social and Technological changes meant that phone, computers and tablets were being used more than consoles for gaming....



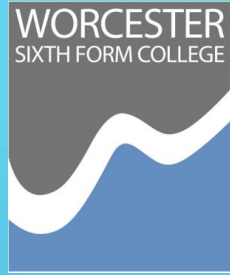
HELLO NINTENDO SWITCH!!



Nintendo's market share now stands at a whopping 31% with 26.6 million units sold in 2020

Analyse the benefits of product Innovation to Nintendo

DEVELOPING ANALYSIS SKILLS



Product innovation



Product with a clear USP – portable but high quality gaming experience



Consumers switch (to “Switch”)



Higher sales revenue



Higher profits to invest in games, modifications and accessories



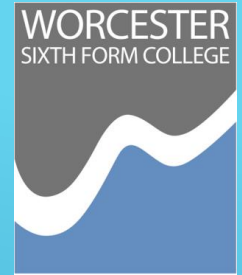
Consumer loyalty



Increase in market share



ASSESSMENT QUESTIONS

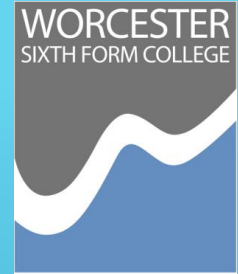


▶ A LEVEL EXAM QUESTION

Discuss the view that all stakeholders will benefit as a business increases its market share (15 marks)

▶ OCR Technical Certificate externally assessed unit

Recommend and justify which of the 3 options presented Business X should pursue in order to achieve growth in sales.



WHY STUDY BUSINESS?

Future careers

Marketing Executive
£20,000

Brand Manager
£40,000

Recruitment Manager
£65,000



Digital Marketing

Graphic Designer
£45,000

Bank Manager
£40,000

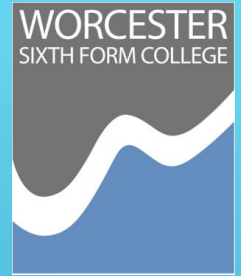


Purchasing Director
£100,000

Own business??



WHERE WILL BUSINESS GET ME?



Apprenticeships

Start getting yourself ready for whichever path...

STUDENT SUCCESS AND FUTURE PLANS



Jacob Magno

Business - Blessed Edward Oldcorne Catholic College

I chose to study Business A Level as I was intrigued by aspects of corporate management and ways society operates through markets and its economy. This course also integrates well with my other A Levels, specifically German, as it allows me to apply the contents of the course on a broader, international scale, which is particularly useful in modern times, which will also be useful for further careers. I enjoy studying Business, as it has allowed me to gain a more indepth understanding about the process behind the items the general public consume on a day to day basis. The course is very interactive with constant real life case studies and many other activities, such as the Entrepreneur Day. Business has also aided me in my choice of studying Accountancy at university, as through the course I came to realise that I have a particular interest in the financial management of society.

STUDENT SUCCESS AND FUTURE PLANS


Molly Strawbridge

Business Applied - South Bromsgrove High School

In September 2019, I attended an open event for Worcester Sixth Form College and instantly knew the College was for me. I always wanted to expand my knowledge in Business Studies, having also studied the subject to GCSE at high school. A student at the open event who was also studying the Level 3 Extended Diploma in Business told me that this course would 'open doors' and I cannot disagree. The course has enabled me to broaden my knowledge, improve my data handling skills and application of theory to real life business scenarios. In September 2021, I will be attending the Royal Agricultural University to study 'Environment, Food and Society'. I feel that without studying the Level 3 Extended Diploma in Business, I definitely would have not achieved my dreams of studying at this University. Worcester Sixth Form College is an amazing place to study and the teachers are always willing to support their students wherever possible. I would like to hope that any student who is planning on attending Worcester Sixth Form College has just as good an experience here as I have.




Business Applied



Bridging Task

Subject Leaflet

Business A Level



Bridging Task

Subject Leaflet

- ▶ **Bridging Tasks 2021 on our website –**
<https://www.wsfc.ac.uk/preparing-for-sixth-form-study/>
- ▶ Different tasks for A Level & Applied Business
- ▶ Bring with you to first lessons in September

SUMMER PREPARATION

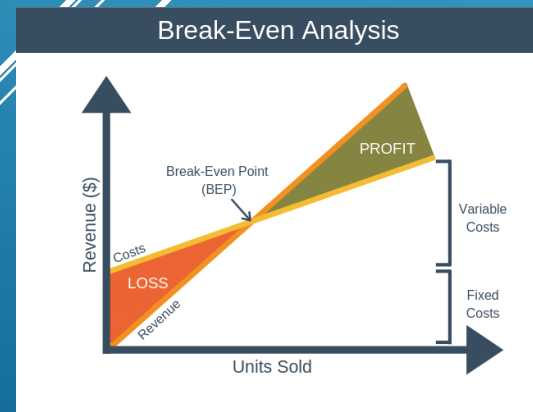
WHAT TO EXPECT IN SEPTEMBER...

Review Summer Bridging Tasks

Start Business FINANCE:

- Options for new / existing businesses
- Calculations – Costs / Revenue / Profit
- Breakeven & Cash Flow Forecasting

Main Sources of Business Finance		
LONG-TERM	MEDIUM-TERM	SHORT-TERM
Finances the whole business over many years	Finances major projects or assets with a long-life	Finances day-to-day trading of the business
Examples:	Examples:	Examples:
Share capital Retained profits Venture capital Mortgages Long-term bank loans	Bank loans Leasing Hire purchase Government grants	Bank overdraft Trade creditors Factoring



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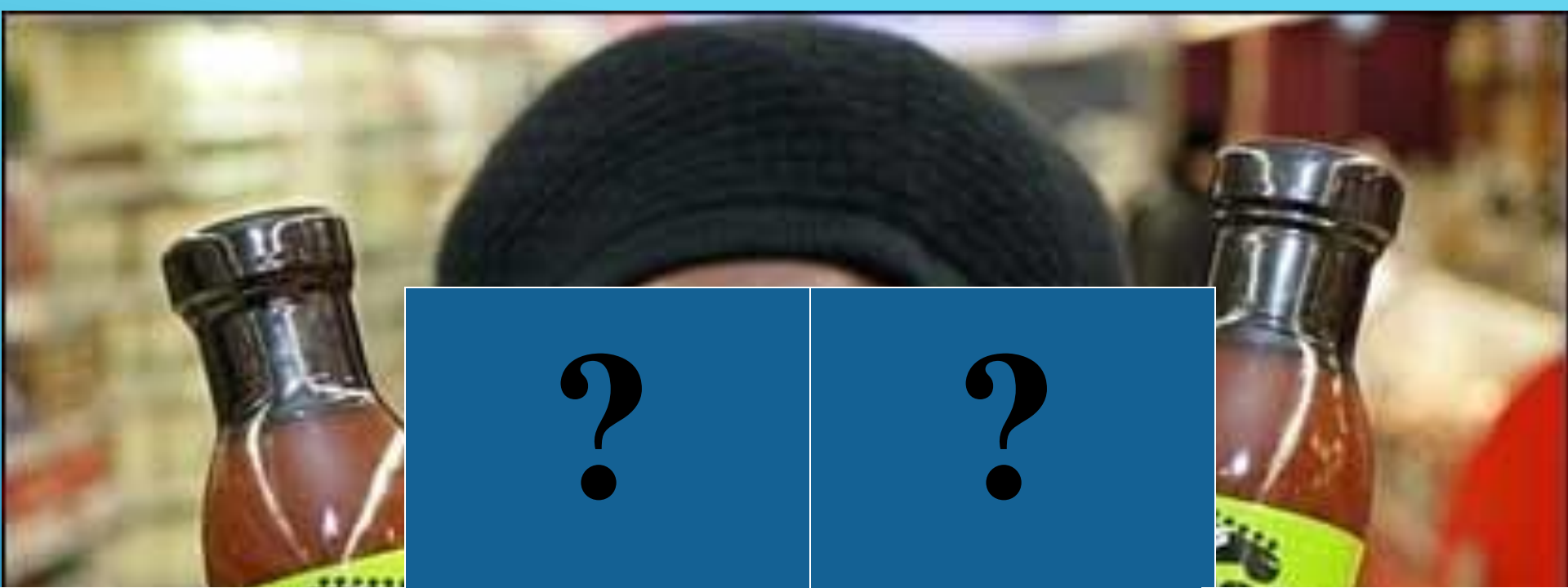
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Irie Koots

REGGAE

REGGAE

JEERK / BBOY
SAUCE

Irie Koots

REGGAE

REGGAE

JEERK / BBOY
SAUCE