

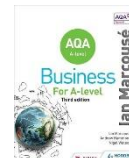
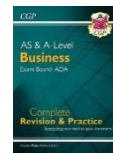
# Welcome to A Level Business

- **What you can read:**

'AQA Business for A Level (Marcouse)' By Ian Marcouse , Nigel Watson, Andrew Hammond

'AQA A Level Business 1 Third Edition' (Wolinski & Coates)

'CGP A-Level Business Revision Guide' for AQA Specification



**'AQA A Level Business Specification' – link below:**

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/specification-at-a-glance>

**What you can watch:**

Below are some of the skills/topics that you will be learning when you join us at Burnley College. Here are some videos for you to watch to get you started on those topics and/or skills:

- Tutor2u channel:  
<https://www.youtube.com/channel/UCe83jLdZ3PuqVwAHe6B3U2A/playlists>
- Taking the biz: <https://www.youtube.com/channel/UCIJ4pk3uzyWoeoBkGs0hxQ>
- Explained- The Stock Market:  
<https://www.youtube.com/watch?v=ZCFkWDdmXG8>
- Dragon's Den:  
<https://www.youtube.com/channel/UCDAzmE9V4Xw5CdLkn3pvO3A>
- CNBC Business Clips: <https://www.youtube.com/user/cnbc>

- **What are some of the topics and skills that you will cover:**

Below are some of the topics and skills that we will cover in September and October:

Topics	Breakdown
Mission statements and objectives	- Purpose of mission statements - Differing objectives between private and public sector organisations
Legal structures	- Sole traders - Private Limited companies - Public limited companies
PESTLE analysis	- Political - Economic - Social - Technological - Legal - Environmental/Ethical

**Tasks that you can do to prepare you:**

<b><u>Task</u></b>	<b><u>Link to the course/specification</u></b>
<p style="text-align: center;"><b>Task 1.</b></p> <p style="text-align: center;">Watch this video clip:  <a href="https://www.youtube.com/watch?v=8wem6FZAucw">https://www.youtube.com/watch?v=8wem6FZAucw</a></p> <p style="text-align: center;">Research businesses from the public and private sector.</p> <p style="text-align: center;">Identify their mission statements.</p> <p style="text-align: center;">Create an objective a business might set around its mission statement</p>	<p><b>3.1.1 Understanding the nature and purpose of business</b></p> <p style="text-align: center;">Why businesses exist</p> <p>Business objectives such as profit, growth, survival, cash flow, social and ethical objectives</p> <p style="text-align: center;">The relationship between mission and objectives</p> <p style="text-align: center;">Common business objectives Why businesses set objectives</p>
<p style="text-align: center;"><b>Task 2.</b></p> <p style="text-align: center;">Research different types of legal structures and consider the advantages and disadvantages of each.</p> <p style="text-align: center;">The legal structures are:            -Sole traders            -Private limited companies            -Public limited companies</p> <p style="text-align: center;">But also researching what non-profit organisations are such as charities and mutuals</p>	<p><b>3.1.2 Understanding different business forms</b></p> <p style="text-align: center;">Reasons for choosing different forms of business and for changing business form</p> <p style="text-align: center;">Different forms of business include:            sole traders            private limited companies and public limited companies            private sector and public sector organisations            non-profit organisations such as charities and mutuals.</p>
<p style="text-align: center;"><b>Task 3</b></p> <p style="text-align: center;">Choose a FTSE 100 company or one that you are interested in.</p> <p style="text-align: center;">Watch this video:  <a href="https://www.youtube.com/watch?v=sP2sDw5waEU">https://www.youtube.com/watch?v=sP2sDw5waEU</a></p> <p style="text-align: center;">Create a PESTLE analysis for your chosen company</p>	<p><b>3.1.3 Understanding that businesses operate within an external environment</b></p> <p style="text-align: center;">Factors influencing costs and demand to include the effect of:            competition            market conditions            incomes            interest rates            demographic factors            environmental issues and fair trade.</p>

- **Contact information**

If you have questions regarding this or any other A Level course at Burnley College, please contact [alevels@burnley.ac.uk](mailto:alevels@burnley.ac.uk) or call 01282733373

We look forward to seeing you in September.