

## Explanation

# Welcome to your Business Induction Lesson



Course title : A Level Business  
Exam board: Edexcel A Level Business  
Teacher intro

### Why are we here?

- To explore the real-world of business
- To develop skills in decision-making, communication and analysis
- To become confident thinkers and problem-solvers



Learning objectives:

- Induction lesson for A Level Business

# Explanation

## Why Study Business?

Business is everywhere. Every product you buy, every app you use, every sports team you support and every company you work for relies on business decisions. Throughout this course you will develop skills in:

- ✓ Decision-making
- ✓ Problem-solving
- ✓ Analysis and evaluation
- ✓ Communication and teamwork
- ✓ Numerical and data analysis
- ✓ Leadership and entrepreneurship

If you could own any business in the world, which would it be and why?



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# Explanation

## On a Post-it Note:

Write your **name**

Give a reason why you have chosen **AS Business**

Explain what you want to do with it when you leave

– e.g. **university, careers**, etc.

How is this subject helping you on your **journey**?




Learning objectives:


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# Explanation

## Entry requirements

- 5-6 grade in GCSE Business Studies
- level 2 BTEC Business Merit or Distinction
- Minimum of a 5 grade in both GCSE Mathematics and GCSE English Language




edexcel 

## Is Business for me?

Yes, if you enjoy:

- Communicating and explaining ideas
- Exploring and presenting alternative courses of action
- Thinking strategically and making decisions
- Working with numbers to solve business problems
- Keeping up to date with national and international business news
- Learning about the world of business through research and investigation

ALWAYS LEARNING 



Learning objectives:

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# Explanation

## What will I be studying in Year 12

- Theme 1: Marketing and People - In Theme 1 you will learn about dynamic markets, social media and online retailing, innovation and entrepreneurship.
- Theme 2: Managing Business Activities - Theme 2 introduces you to business finance, the impact of economic uncertainty on businesses and the competitive environment.
- Theme 3: Business Decisions and Strategy - In Theme 3 you will moving from functions to strategy, exploring business decision-making, small business survival, managing change and scenario planning.
- Theme 4: Global Business - Theme 4 explores global business, investigating overseas markets, cultural and social differences and the impact of multinationals



Learning objectives:

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### Textbook Chapters

Recommended Link  
Learning log  
Key word glossary

## Explanation

# What Will I Be Studying?

### **Theme 1: Marketing and People**

- What makes a product succeed?
- Why are customers so important?
- What is the role of the entrepreneur?

### **Theme 2: Managing Business**

#### **Activities**

- Where do businesses get their money from?
- How do they manage costs, finance and production?

### **Theme 3: Business Decisions and Strategy**

- What makes one business succeed while another fails?
- How do large businesses plan their future?

### **Theme 4: Global Business**

- How do international companies operate?
- What are the risks and rewards of trading globally?



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# What Will I Be Studying?

- Business is part of everything – every product, every app, every brand
- Build **transferable skills**: analysis, evaluation, teamwork, presentation, maths
- Opens doors to **careers in**: marketing, finance, law, management, entrepreneurship
- Helps you make sense of the **world around you**
- Understand **current trends** (e.g. TikTok shops, AI in retail, inflation)



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# Explanation

# AS Examination

<b>Paper 1 Marketing and people</b>	<b>Paper 2 Managing business activity</b>
Questions in Section A and B drawn from Theme 1	Questions in Section A and B drawn from Theme 2
Question in Section C also drawn from Theme 2	Question in Section C also drawn from Theme 1
80 marks, 1.5 hours 50% of qualification	80 marks, 1.5 hours 50% of qualification
Section A: One data response question : Data response Theme 1 Multi-part 2, 2, 4, 8, 10	Section A: One data response question Data response Theme 2 Multi-part 2, 2, 4, 8, 10
Section B: One data response question Data response Theme 1 Multi-part 2, 2, 4, 8, 10	Section B: One data response question Data response Theme 2 Multi-part 2, 2, 4, 8, 10
Section C: One extended open-response question Essay question 20 marks Theme 1 BUT connected to Theme 2	Section C: One extended open-response question Essay question 20 marks Theme 2 BUT connected to Theme 1



Learning objectives:

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# A Level Examination

<b>Paper 1 Marketing, people and global businesses</b>	<b>Paper 2 Managing business activity</b>
Questions drawn from Theme 1 and Theme 4	Questions drawn from Theme 2 and Theme 3
100 marks, 2 hours 35% of qualification	100 marks, 2 hours 35% of qualification
Section A: One data response question, including one extended open-response question	Section A: One data response question, including one extended open-response question
Section B: one data response question, including one extended open-response question.	Section B: one data response question, including one extended open-response question.

## **Paper 3 Investigating business in a competitive environment**

Questions drawn from all Themes

100 marks, 2 hours  
30% of qualification

Two data response questions broken down into a number of parts, each including one extended open response question

This paper has a pre-released context to enable students to investigate an industry or market in which businesses operate.



## Explanation

## Expectations & Independent Study

- Bring the correct **equipment**: folder, calculator, pens, highlighters
- Organise your folder **by theme and topic**
- Spend at least **5 hours a week independently**: reading, watching business news, revising
- Use websites like:
  - [Tutor2u](#)
  - BBC Business
  - [YouTube: Business Brains](#)
- Stay on top of homework, meet all **deadlines**



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## Explanation

## How You Will Be Assessed

 **Three final exam papers** at the end of Year 13:

**Paper 1:** Theme 1 & Theme 4 – Marketing, people, and global business

**Paper 2:** Theme 2 & Theme 3 – Finance and strategic decision-making

**Paper 3:** Pre-release context (real business case study)

### Types of questions:

Short structured answers (4–8 marks)

Data response and essays (10, 12, 20 marks)



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# Theme 1 Marketing and People (1)

## Meeting Customer Needs: Market

**Markets** are where buyers and sellers meet in order to exchange goods or services.

There are many different types of markets for different products and industries.

### Mass Market:

- Have generic products which are broadly similar in form and function

#### Benefits:

- Huge potential number of customers
- Higher production level, lower production cost
- Can use mass media marketing
- Huge markets in which large firms can operate successfully even if their market share may be less.
- Huge brands can develop their name/logo representing their differentiation.

### Niche Market:

small  
A segment of  
large  
a market

- Specialist products and services are required
- Changes in consumer preferences can change rapidly and impact the market.

#### Benefits:

- Meeting customer needs more precisely allows higher pricing to be charged
- Higher profit margins easier to our firms with limited financial resources.
- A smaller market which means successful firms may achieve for higher shares of their niche than mass market firms
- Differentiation is more likely

## 1.3.1 PRODUCT SERVICE DESIGN

# Note taking

### AN INTRODUCTION TO THE MARKETING MIX

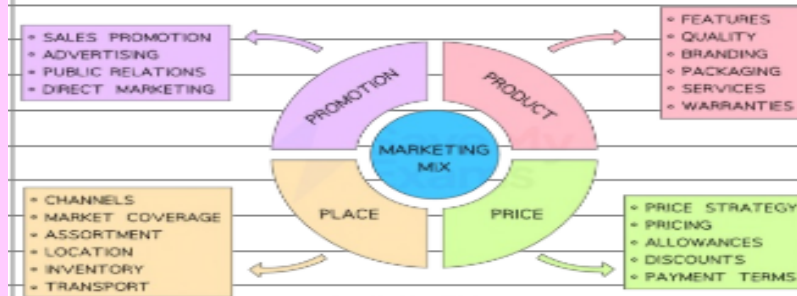
The marketing mix (4Ps of marketing) provides a framework for businesses to create and implement successful marketing strategies

The 4Ps represent the key elements of a marketing strategy: **product, price, place, and promotion**.

These four components work together to satisfy the needs and want of a target market while achieving the company's objectives

By understanding and manipulating the marketing mix, businesses can differentiate themselves from competitors

A marketing mix is an essential tool for any company looking to maximize its marketing impact and achieve long-term success



### THE DESIGN MIX

The product design mix refers to the combination of elements that make up a product's design

- These elements include **function, aesthetics, and cost**

Balancing the elements of **function, aesthetics, and cost**, helps the product design to be both **functional** and **attractive**, while also being **cost-effective** for both the manufacturer and the consumer

Some manufacturers aim to balance all three elements

#### EXAMPLE

Fentimans ginger beer is relatively affordable and is packaged in eye-catching bottles and the product itself is very good quality

Other manufacturers may focus on one aspect, more than the others

#### EXAMPLE

Asda own brand of ginger beer is produced at the lowest possible cost and sold to consumers at a very low price



# Formulae recap

## MWB



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## Explanation

# Sales revenue

Selling Price per unit X  
Quantity or Sales Volume



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## Explanation



# Profit

Total Revenue – Total Costs



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## Explanation



# Total Cost

Fixed Cost + Variable Cost



Learning objectives:

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## Explanation



# Break-Even

Fixed Cost / (Selling Price – Variable Cost)

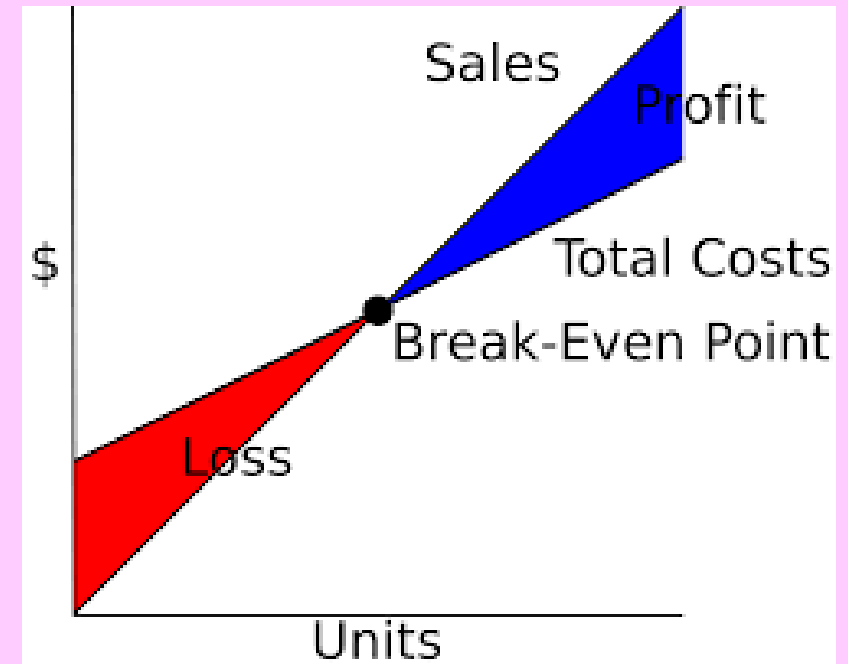


Learning objectives:

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# Break-Even

- What is it?
- **Where total revenue equals total costs**
- How do you analyse break-even?



Learning objectives:

- Induction lesson for A Level Business

# Why Is Break-Even Important?

- Sets minimum sales target
- Supports pricing and production decisions
- Helps assess business risk and plan for profit



Learning objectives:

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## Explanation



- **Fixed Costs** – Do not vary with output (e.g. rent)
- **Variable Costs** – Change with output (e.g. ingredients)
- **Contribution** – Selling Price – Variable Cost
- **Margin of Safety** – Actual Sales – Break-Even Sale



Learning objectives:

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# Worked Example

- Fixed Costs = £10,000
- Selling price = £25.00
- Variable Cost = £10.00
- Break-even output =  $10,000 \div (25 - 10) = 667$  units

### Think about:

- What if rent (fixed costs) goes up?
- What if you cut your material cost (variable cost)?




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## Explanation

# Your turn

- You're opening a bubble tea shop
- Fixed Costs = £1,200
- Selling Price = £3.50
- Variable Cost = £1.20
-  **Task:** How many drinks do you need to sell to break even?



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## Explanation

# Answer

$$\frac{\pounds 1,200}{\pounds 3.50 - \pounds 1.20} = 522 \text{ cups (rounded)}$$



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## Explanation

- What the qualification is called
- Three expectations
- What to bring to lessons
- How you will be assessed
- What you have learnt / how to take notes

# Task



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## Explanation

# Pitch a Business

**Group task:** Come up with a new product or service

Include:

Name of business

What do you sell or provide?

Who is your customer?

What makes your product unique (USP)?

Bonus: What's your business slogan?

 Time: 10 minutes. One group to share with the class!



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