

**Introductory Day**

**Friday 4 July 2018**

**Business Department**

**A Level Business**

**Student Name:**

**Submission Date: First week of lessons in September 2018**

## A Level Business

### Course structure

The Edexcel A level Business course is structured as follows:

<p style="text-align: center;"><b>Theme 1</b> <b>Marketing and people</b></p> <p>1.1 Meeting customer needs 1.2 The market 1.3 Marketing mix and strategy 1.4 Managing people 1.5 Entrepreneurs and leaders</p>	<p style="text-align: center;"><b>Theme 2</b> <b>Managing business activities</b></p> <p>2.1 Raising finance 2.2 Financial planning 2.3 Managing finance 2.4 Resource management 2.5 External influences</p>
<p style="text-align: center;"><b>Theme 4</b> <b>Global business</b></p> <p>4.1 Globalisation 4.2 Global markets and business expansion 4.3 Global marketing 4.4 Global industries and companies (multinational corporations)</p>	<p style="text-align: center;"><b>Theme 3</b> <b>Business decisions and strategy</b></p> <p>3.1 Business objectives and strategy 3.2 Business growth 3.3 Decision-making techniques 3.4 Influences on business decisions 3.5 Assessing competitiveness 3.6 Managing change</p>
<p style="text-align: center;"><b>Paper 1</b> <b>Marketing, people and global business</b> Assessing Theme 1 and Theme 4</p>	<p style="text-align: center;"><b>Paper 2</b> <b>Business activities, decisions and strategy</b> Assessing Theme 2 and Theme 3</p>
<p><b>Paper 3</b> <b>Investigating business in a competitive environment</b> Assessing all themes</p>	

### Summer Homework

To help prepare for the course induction, you are to complete the following tasks which will help you get ahead in your studies. For tasks 1-4 please write as much as you can (for example, 10 sentences).

#### Section A

1. Explain why you want to study A Level Business?

#### Section B

2. What is the difference between management and leadership?
3. What is intrapreneurship and explain why is becoming popular?

#### Section C

4. Using a newspaper or the Internet, carry out some research on a topic that relates to Brexit. Highlight what you think are the most important aspects of the article and write a summary.