

St Alban's Sixth Form

A-Level Pre-Learning



Summer 2025

INTRODUCTION TO EDEXCEL A LEVEL BUSINESS

This course lasts two years and is assessed by 3 x two-hour papers at the end of Year 13. It involves studying the 4 main functional areas of businesses which include marketing, finance, operations and production.

As many of you may not have studied Business before, these tasks have been designed to help you get into habits of doing research into up-to-date business news, as well as giving you an overview into some of the topics we will be studying in the first year.

I hope that you will use this introduction to give yourself a good start to Business A Level and that it will help you enjoy and benefit from the course more.

Any questions please contact Mr Cox

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Task 1:

1. Spend some time to find out the following key terms.
2. Once filled in self-test using look, cover, test, check. Use www.tutor2u.com to help:

Key terms

Revenue (define, formula)

Profit (define, formula)

Variable costs (define, formula)

Contribution per unit (formula)

Break even (define, formula)

LTD

PLC

Unlimited liability

Limited liability

Economies of scale

Extension (for those looking to impress)

Inflation

Interest rates

GDP

Current ratio (define, formula)

Boston matrix

Ansoff Matrix

Labour turnover

Capacity utilisation

Task 2

Choose 2 businesses to create a fact file about. The fact file should fit on one page of A4 and include:

- Who they are and what they do.
- Key financial information.
- Their ownership type.
- Their major competitors and why.
- A positive or negative news story about the business from the last 3 years.
- Your prediction of how their future looks.

You can use these businesses or research other businesses which interest you.



Business 1:

Business 2:

Task 3

Reflective Essay

Business Challenges:

- **Task:** Write a short reflective essay (400-500 words) on a recent business challenge faced by a company you have been a customer of. This could be a challenge related to market conditions, competition, technology or trends.
- Discuss the challenge, how the company responded to it, and whether the response was effective. Offer your opinion on what could have been done differently.