

Business Studies

A Level

Sir William Borlase's Grammar School

Joe McNally

This qualification should.....

- ..not turn you into a textbook
- ..develop your problem solving skills
- ..force your answers to be 'tailor-made'
- ..make you feel like a trouble-shooter
- ..make you think like a management consultant



What sort of things will I learn?

- Whether to raise or lower your prices.
- If a pay rise is the best way to motivate staff.
- Whether to relocate your factory.
- If market research tells you the truth, or not.
- How to react to an external 'shock'

- **HOW TO MAKE AND IMPLEMENT
CONSIDERED DECISIONS**

MENU ✕

APPETIZERS	SALADS
Marble Steak	Marble Steak
Marble Steak	Marble Steak
Marble Steak	Marble Steak
Marble Steak	Marble Steak
Marble Steak	Marble Steak
MAIN COURSES	DRINKS
Marble Steak	Marble Steak
Marble Steak	Marble Steak
Marble Steak	Marble Steak
Marble Steak	Marble Steak
HOT DRINKS	DESSERTS
Marble Steak	Marble Steak
Marble Steak	Marble Steak
Marble Steak	Marble Steak
Marble Steak	Marble Steak



LEARN HOW TO TAKE AN ORDER!



LEARN HOW TO ANSWER QUESTIONS!

Yr 12 – 1st Half of the Full A Level

- What Businesses do, their objectives
- The environment within which they operate: economic, political, social, technological, legal, ethical, environmental
- Marketing, Finance, People & Operations Management
- EXAM – 2 x 1½ hour exams. **Need a D to continue!**

Yr 13 – 2nd Half of the Full A level

- Marketing, Finance, People & Operations Management
- Business Strategy – analysing, choosing and managing
- Exam technique
- EXAM – 3 x 2 hour exams covering everything taught over the 2 years

What do I have to do to get a high grade in Business Studies?

- Study your notes, textbooks, current affairs and past papers

Knowledge – recall

Analysis – reason



Application – relate

A

Evaluation – reflect

A*

DRAGONS' DEN



Business Studies - OCR F293

tutor2u*

What Else?



"the best of Kotler's wisdom in a book that must become a modern management classic." THE DIRECTOR

KOTLER
ON
MARKETING
HOW TO CREATE, WIN AND
DOMINATE MARKETS



PHILIP KOTLER

podcasts

BBC
WORLD
SERVICE



Business Daily

BBC RADIO 4 The Bottom Line

Home Episodes Clips Podcast BBC News: My Bot

On demand

Breaking

A screenshot of the BBC Radio 4 website for the program 'The Bottom Line'. The page features a navigation menu with 'Home', 'Episodes', 'Clips', 'Podcast', and 'BBC News: My Bot'. Below the menu is a large image of a man speaking at a microphone, with a 'Breaking' badge in the bottom right corner.



What's going on around you?

- Family
- TV programmes, films, novels
- Shopping
- Holiday
- Part-time job

How successful will I be?

- Depends on how hard you work and whether you enjoy the subject, but.....
- No A level Business Studies student at Borlase has failed.
- A level results in 2018: 64% gaining either an A*, A or B grade (National Average is around 42%)

Which subjects go well with Business Studies?

- Economics
- Psychology
- Maths
- Geography
- History
- Govt & Politics

Where Can It Take Me?

- Many go on to study a business related course at university
- The “problem solving” approach and the “decision making” techniques can be employed usefully beyond the subject
- Set up in business

Any Questions?

Thank you for listening