

A Level Business Introductory Information and Summer Tasks

The exam board that we use for A level Business is Edexcel. A copy of the specification covering everything you will learn over the two years is available here:

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

Business covers a wide range of concepts within Marketing, Finance, Operations, Human Resources, Globalisation and Strategy. Calculations also make up 10% of the overall grade and slightly more of the lessons. A series of videos covering the necessary calculations is available here:

<https://www.tutor2u.net/business/collections/business-maths>

For September, please make sure that you look up, hand write and learn the following essential business formulae and definitions.

Definitions:

- Market share
- Revenue
- Profit
- Fixed costs
- Variable costs
- Break-even
- USP
- Market segmentation
- Added value
- Productivity
- Efficiency
- Stakeholder
- Economies of scale

Formulae:

Learn and write out:

- Revenue
- Total Costs
- Profit
- Average Cost
- Market Share
- Productivity
- Break-even

The "Why?" Challenge

Handwrite a paragraph for each of the following including one example of a business in each one:

1. Why are some businesses performing better than others during the cost-of-living crisis?
2. How is AI changing the skills employers value most?
3. Why do some businesses succeed internationally while others fail?

For each answer:

Please bring your completed work with you in the first week in September