



THE PRIORY ACADEMY

LSST

Sixth Form Induction Day

Business Taster Session



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- Let's take a read of the BrewCrew Coffee case study together



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- A stakeholder is an individual or group with a direct interest in the activities and actions of a business
- The stakeholder is impacted by these activities and can impact these activities
- Can you name some stakeholder groups?
 - Employees/Managers
 - Customers
 - Consumers
 - Local community
 - Suppliers
 - Competition
 - Government
 - The media
 - Shareholders
 - Other businesses



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Your task (in groups of no more than 4),
you've got 5 minutes:

- Identify **and** explain a positive of your chosen option
- Identify **and** explain a drawback of your chosen option
- Identify the stakeholders to be affected (positively and negatively) by the decision
- Put your above thinking into this structure:
 - We chose... because... However, ... Overall this is the best decision because... If Marcus and Ella choose this option, another depending factor on it's success would be...(think about a particular stakeholder group and their impact on the decision)



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3 volunteers – any offers?

- I will tell you your role shortly!



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3 volunteers – you are the Investors!

- Looking for and scoring (out of 5) the following criteria:
 - Clear reasoning
 - Use of business terms
 - Realistic thinking
 - Quality of delivery
- You will all have a score sheet and we will work out the averages



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30 second pitch



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The Best Pitch?

- As decided by the volunteers!



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The bigger picture! – The Course

Year 1

1. 3.1 What is business? Managing marketing and finance
 1. Business and objectives
 2. Forms of business and stakeholders
 3. Marketing management
 4. Financial management
2. 3.2 Managing people and operations
 1. People management
 2. Operations management

Year 2

1. 3.3 Business and society, business and the external environment and business strategy
 1. Business and society
 2. Business and the external environment
 3. Business strategy
 4. Change



The bigger picture! – The Assessment

The A-level is assessed by three two hour written exams at the end of the course:

Paper 1: Two case studies, each case has five data response questions worth 45 marks/33.3% of A-Level. This is linked to 3.1 knowledge

Paper 2: Two case studies, each case has five data response questions worth 45 marks /33.3% of A-Level. This is linked to 3.2 knowledge

Paper 3: Two case studies, each case has five data response questions worth 45 marks /33.3% of A-Level. This is linked to 3.3 with links to 3.1 and 3.2 knowledge



The bigger picture! – What the examination requirements are

1. Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues.
2. Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues.
3. Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences.
4. Evaluate quantitative and qualitative information to make informed judgements and propose evidence based solutions to business issues.



The bigger picture! – The Maths

- The course assesses quantitative skills, making up a minimum of 10% of the overall marks
- The skills tested include ratios, averages, percentages and percentage change and the calculation of profit and loss
- You will be asked to calculate, interpret and analyse

So yes, there is a bit of Maths!



The Activity linked to the Course Detail

- During the activity, you already demonstrated some of the skills required of the course! You:
 - Had to work fast
 - Had to apply (to a business scenario)
 - Had to consider your competition
 - Had to work as a 'business' team
 - Had to make a decision based on:
 - Weighing up options
 - Stakeholder analysis
 - Judgement and 'it depends on' context
 - Real world application



Top tips for studying Business at A Level

- Manage your time well
 - Non-contacts and study periods
- Stay well-informed of current affairs – read/listen to the news
- Ensure you keep detailed well organised notes
- **Essential** equipment would include pen, pencil, rubber, ruler, calculator
 - Have a calculator for each lesson, not just the finance lessons
- **Desirable** equipment would include highlighters/coloured pens



What do I need to do to prepare before September?

Some summer jobs:

- Look at the specification from the examination board - [AS and A-level Business Specification for teaching from September 2023 onwards \(aqa.org.uk\)](https://www.aqa.org.uk)
- Read some topic related books. Some suggestions include:
 - **"The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail"** by Clayton M. Christensen
 - **"The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers"** by Ben Horowitz
 - **"Shoe Dog: A Memoir by the Creator of Nike"** by Phil Knight
 - **"The Big Short: Inside the Doomsday Machine"** by Michael Lewis
 - **"Great by Choice: Uncertainty, Chaos, and Luck-Why Some Thrive Despite Them All"** by Jim Collins
- Over the summer make sure you complete the transition work which can be found on the website – this is to be submitted on your first Business lesson in September