

Business Studies

This work is designed to ensure you meet the expectations of AS level work. If you need any help or would like to ask questions, please email sana.ahmad@cayprep.edu.ky



1. Thinking of studying A Level Business Studies?

Business Studies is a popular and interesting subject because it gives students access to a wide range of different career choices. Business is all around us. Whether a person is a doctor, a lawyer, an accountant or even a sports player for a team – it is important to know that an entrepreneur has made the business for these jobs to be created. The skills you develop in Business Studies allows you to gain knowledge of how to analyse and critically evaluate which are key components when going to college or university. We teach the [Cambridge International AS & A Level Business Studies specification \(9609\)](#). Here is a brief summary of the topics we cover over the AS and A Level course.

Candidates for Cambridge International AS Level study the AS Level topics for Paper 1 and Paper 2.

Candidates for Cambridge International A Level study all topics.

	AS Level topics		A Level topics	
Business and its environment	1.1	Enterprise	6.1	External influences on business activity
	1.2	Business structure	6.2	Business strategy
	1.3	Size of business		
	1.4	Business objectives		
	1.5	Stakeholders in a business		
Human resource management	2.1	Human resource management	7.1	Organisational structure
	2.2	Motivation	7.2	Business communication
	2.3	Management	7.3	Leadership
			7.4	Human resource management strategy
Marketing	3.1	The nature of marketing	8.1	Marketing analysis
	3.2	Market research	8.2	Marketing strategy
	3.3	The marketing mix		
Operations management	4.1	The nature of operations	9.1	Location and scale
	4.2	Inventory management	9.2	Quality management
	4.3	Capacity utilisation and outsourcing	9.3	Operations strategy
Finance and accounting	5.1	Business finance	10.1	Financial statements
	5.2	Sources of finance	10.2	Analysis of published accounts
	5.3	Forecasting and managing cash flows	10.3	Investment appraisal
	5.4	Costs	10.4	Finance and accounting strategy
	5.5	Budgets		

1. Research work:

Set up your own Instagram, twitter and youtube account to follow the following:

Instagram:



@insiderbusiness ▪ @Simplepolitics ▪ @Businessweek ▪ @Bloombergbusiness ▪ @cnnbusiness ▪ @businessinsiderintelligence

Twitter:



@BusinessDesk ▪ @BBCBusiness ▪ @ReutersBiz ▪ @HarvardBiz ▪ @Forbes ▪ @ftbized ▪ @revisionstation ▪ @tutor2business ▪ @twoteachers

Youtube:



Insider business – techvision – Big think (@wsj) – financial times -

2. Knowledge and understanding activities:

a) **Complete** the following course on Seneca Learning:

<https://app.senecalearning.com/dashboard/class/wctcyfo07s/assignments/assignment/3b9d5f86-2946-4910-a6e4-5710d1773096>

Scan to join 775vmgmig7



b) **Watch:** <https://youtu.be/bNpx7gpSqbY> and <https://youtu.be/XVXmYD0UPRQ> - why companies fail and how to avoid them. As you watch, write a list of key factors leading to success or failure of a business

a) **Choose one movie OR documentary OR podcast to watch/listen to. Write a short summary of what you have heard/seen leading to analysis paragraph.**

MOVIES: Joy ▪ The pursuit of happiness ▪ The Social Network ▪ The Big Short ▪ Moneyball ▪ The Intern ▪ Wall Street ▪ Inside Job ▪ A Beautiful Mind ▪ Enron, The Smartest Guys In The Room ▪ The Founder (Story behind the growth of McDonalds) ▪ Deep Water Horizon ▪ Ethical issues ▪ Trump – What's the deal ▪ The Internship ▪ The Social Network ▪ The Big Short ▪ The Great Hack ▪

DOCUMENTARIES: The Nine to Five with Stacey Dooley - **BBC iPlayer** / Beauty Laid Bare – one episode **BBC iPlayer** also [available on youtube](#) / The True Cost - **Netflix** or youtube / Broken – Episode on IKEA - **Netflix** ([trailer](#)) / Flat pack empire – **BBC2 iPlayer** / BBC Inside the Supermarket, [Series 1, Episode 1](#) / Panorama Amazon: What they know about us – **BBC iPlayer** / Panorama Amazon: [The Truth Behind the Click](#) / Pepsi vs Coke – [Amazon prime video](#) / Jobs Vs Gates: The Hippie and The Nerd – [Amazon prime video](#) / Starbuck unfiltered – [Amazon prime video](#) / Facebook – Cracking the code – [Amazon prime video](#) / Inside the factory – **BBC2** / [Why gender based marketing is bad for business](#) – **TED talk** /

PODCASTS: [Phil Knight, Shoe dog, a memoir by the creator of Nike](#) / Jack Ma – Alibaba / [Bob Iger – the ride of a lifetime \(Disney\)](#) / [iWoz, Steve Wozniak \(Apple co-founder\)](#) / [Invention – James Dyson](#) / [Sophia Amoruso](#) (fashion) / [Rhianna – The billionaire stare](#) / [GymShark](#) /

Further reading [optional]

[tutor2u](#) [TakingTheBiz](#) [Business As Usual](#)

Below are some ideas to get you started:

- Impact of Coronavirus: <https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>

- Impact of Coronavirus on cash flow and liquidity: <https://www.reuters.com/article/us-health-coronavirus-easyjet/big-uk-airlines-ground-most-of-their-fleets-to-survive-coronavirus-idUSKBN2130S9> and https://www.bbc.co.uk/news/business-52027342?intlink_from_url=https://www.bbc.co.uk/news/topics/c77jz3mdmy3t/iag&link_location=live-reporting-story
- Non-price factors affecting demand: <https://www.bbc.co.uk/news/amp/business-52066454>
- Corporate Social Responsibility: <https://www.tutor2u.net/business/reference/corporate-social-responsibility-during-the-coronavirus-pandemic>
- Food supply: <https://www.bbc.co.uk/news/business-52020648>
- Agriculture, food supply and migration: <https://uk.reuters.com/video/watch/the-race-to-save-americas-harvest-idOVC7O0TEN>
- Oil industry retrenchment: <https://www.theguardian.com/business/2020/apr/01/bp-to-cut-spending-amid-most-brutal-oil-price-rout-in-decades>

If you have access to Google Books, Amazon e-books, audio books or any other such online facility, read ONE (or more) of the suggestions below.

- Anyone can do it – Duncan Bannatyne
- The Rise and Fall Of Marks & Spencer - and How It Rose Again – Judi Bevan
- What You See Is What You Get: My Autobiography - Alan Sugar
- Management in ten words - Terry Leahy
- Screw it lets do it – Richard Branson <https://www.youtube.com/watch?v=h9FkeyvdA2M>
- The Virgin Way – Richard Branson Audio Book (free) <https://www.youtube.com/watch?v=5wz40rdz7i4>
- The New One Minute Manager – Blanchard & Johnson
Audio Book (free) - <https://www.youtube.com/watch?v=ar4lrwXM4ao>
- Wake Up and Change Your Life - Duncan Bannatyne
https://www.youtube.com/watch?v=zqLVkMeJwE4&list=PLosYlgqowJvECmirOpdII_Ynw5Lb4M-Tf&index=10&t=0s