BUSINESS A-LEVEL TRANSITION WORKBOOK

Year 11 to Year 12

ST THOMAS MORE CATHOLIC SCHOOL

Business Studies Department

ST THOMAS MORE CATHOLIC SCHOOL

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Subject Crib Sheet – Subject Content (AQA BUSINESS STUDIES)

1 What is business?
2 Managers, leadership and decision making
3 Decision making to improve marketing performance
4 Decision making to improve operational performance
5 Decision making to improve financial performance
6 Decision making to improve human resource performance
7 Analysing the strategic position of a business (A-level only)
8 Choosing strategic direction (A-level only)
9 Strategic methods: how to pursue strategies (A-level only)
10 Managing strategic change (A-level only)

Assessments

Paper 1: Business 1	Paper 2: Business 2	Paper 3: Business 3
What's assessed All content above	**What's assessed** All content above	**What's assessed** All content above
Assessed • written exam: 2 hours • 100 marks in total • 33.3% of A-level	**Assessed** • written exam: 2 hours • 100 marks in total • 33.3% of A-level	**Assessed** • written exam: 2 hours • 100 marks in total • 33.3% of A-level
Questions Three compulsory sections: • Section A has 15 multiple choice questions (MCQs) worth 15 marks. • Section B has short answer questions worth 35 marks. • Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.	**Questions** Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.	**Questions** One compulsory case study followed by approximately six questions.

Before the qualification can be awarded, students must undertake **all** the assessments.

About the Course

Business is a popular academic course that is firmly grounded in the reality of the dynamic business environment. Students will learn subject content alongside real business events such as the global recession, the EU referendum and the leadership of great entrepreneurs such as Lord Sugar and Sir Richard Branson to bring theory to life. Students achieve good results in this subject and are taught in dedicated rooms with computers to use regularly.

The subject explores the challenges and issues of starting and running a business and examines the different functional areas including Human Resources, Finance, Marketing and Operations. The course allows students to follow the journey from entrepreneur and small start-up ventures, to middle manager in mid-sized enterprises and finally to Directors of national and multinational companies discussing the issues and strategies required at each level.

Academic and Career Pathways

Business provides you with the skills required to study at a higher level whilst also developing the background knowledge that will be useful in the work place. Students who have studied Business in the past have followed a wide range of pathways including university, training schemes, employment and successfully starting their own entrepreneurial ventures. For university the course is particularly suitable preparation for Business Studies, Management, Accounting and Economics.

Exam Key terms

Within your business course you will be assessed through examinations at the end of the course. You will need to know what the command words mean associated to each question. This structure will help you in achieving good outcomes.

Analyse:	Separate information into components and identify characteristics
Calculate:	Work out the value of something
Describe:	Set out the characteristics
Evaluate:	Make a judgement from available evidence
Explain:	Set out purposes or reasons
Justify:	Support a case with evidence
To what extent:	Make a supported judgement on the significance

Qualification at a glance

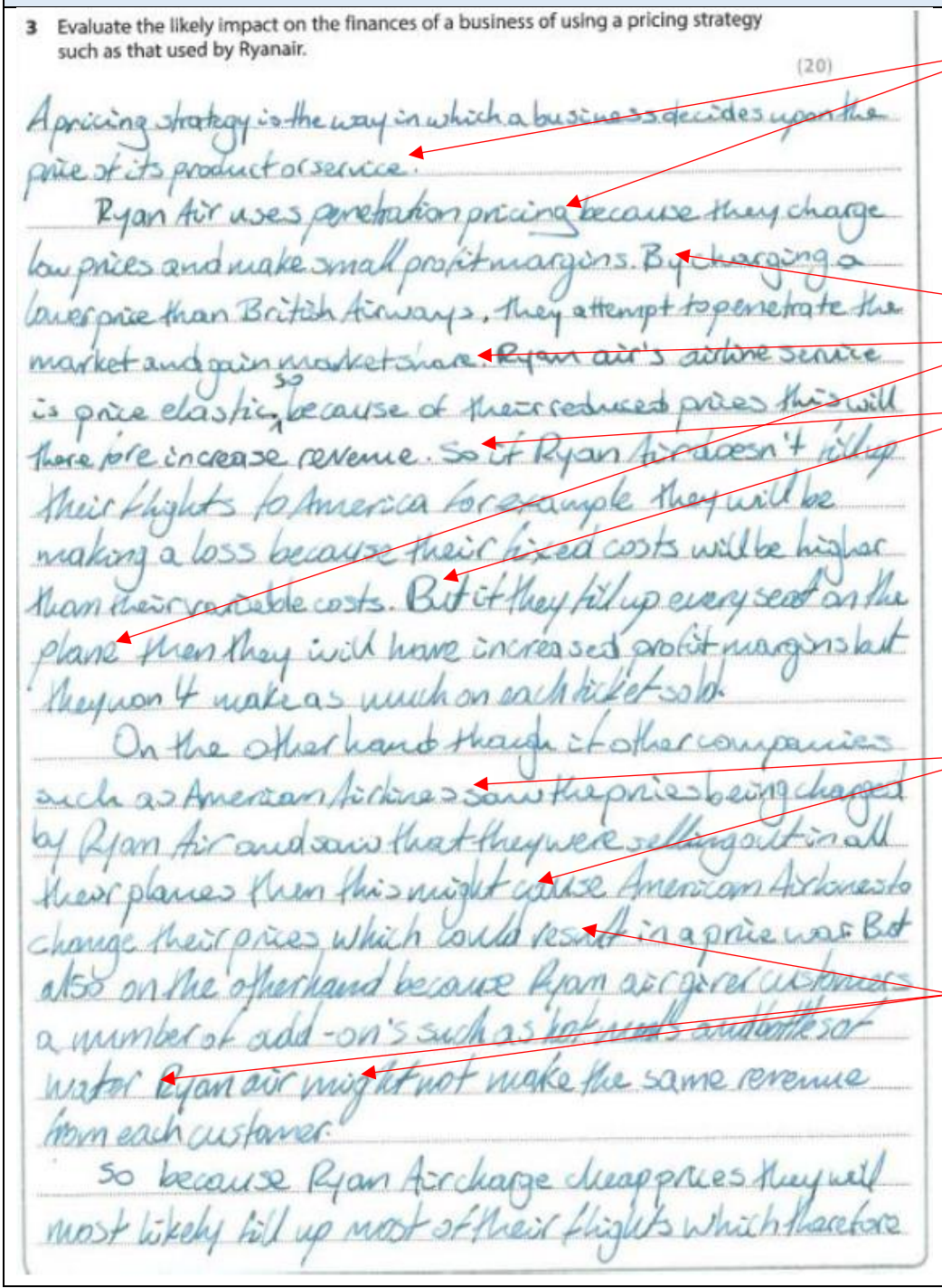
If you require more information regarding the subject content for each unit, use the following link to read the specification shown below -
https://filestore.aqa.org.uk/resources/business/specifications/AQA-7131-7132-SP-2015.PDF

Example A-Level Essays

20 Mark

Mark Scheme

Level	Mark	Descriptor
	0	A completely inaccurate response.
Level 1	1-4	Isolated elements of knowledge and understanding. Weak or no relevant application of business examples. An argument may be attempted, but will be generic and fail to connect causes and/or consequences.
Level 2	5-8	Elements of knowledge and understanding, which are applied to the business example. Arguments and chains of reasoning are presented, but connections between causes and/or consequences are incomplete. Attempts to address the question. A comparison or judgement may be attempted, but it will not successfully show an awareness of the key features of business behaviour or business situation
Level 3	9-14	Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. Uses developed chains of reasoning, so that causes and/or consequences are complete, showing an understanding of the question. Arguments are well developed. Quantitative and/or qualitative information is introduced in an attempt to support judgements, a partial awareness of the validity and/or significance of competing arguments and may lead to a conclusion.
Level 4	15-20	Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. Uses well-developed and logical, coherent chains of reasoning, showing a range of cause and/or effect(s). Arguments are fully developed. Quantitative and/or qualitative information is/are used well to support judgements. A full awareness of the validity and significance of competing arguments/factors, leading to balanced comparisons, judgements and an effective conclusion that proposes a solution and/or recommendations.

A-Grade	Marking
	Elements of knowledge and understanding L1 Elements of knowledge and understanding, which are applied to the business example. L2 Arguments are well developed. Uses developed chains of reasoning, so that causes and/or consequences are complete, showing an understanding of the question. Arguments are well developed. Linking back to the question Approaching L3

3 Evaluate the likely impact on the finances of a business of using a pricing strategy such as that used by Ryanair.

(20)

A pricing strategy is the way in which a business decides upon the price of its product or service.

Ryan Air uses penetration pricing because they charge low prices and make small profit margins. By charging a lower price than British Airways, they attempt to penetrate the market and gain market share. Ryan air's airline service is price elastic, because of their reduced prices this will therefore increase revenue. So if Ryan Air doesn't fill up their flights to America for example they will be making a loss because their fixed costs will be higher than their variable costs. But if they fill up every seat on the plane then they will have increased profit margins but they won't make as much on each ticket sold.

On the other hand though if other companies such as American Airlines saw the prices being charged by Ryan Air and saw that they were selling out in all their planes then this might cause American Airlines to change their prices which could result in a price war. But also on the other hand because Ryan air gives customers a number of add-on's such as hot meals and bottles of water Ryan air might not make the same revenue from each customer.

So because Ryan Air charge cheap prices they will most likely fill up most of their flights which therefore

means more in-flight staff will be needed to please customers so they can have good customer service.

So overall in my opinion it depends on how many people there are on each flight and how many extra add-ons they buy because if they don't buy enough add-ons then they will not make any revenue on each customer but it depends on the PED because if Ryan Air increases their prices then the number of passengers per flight goes down but if they keep their price low then it is most likely that they will have full flights. But it is most likely to be unitary price elastic because it is most likely to be as price changes this causes the same proportional change in quantity demanded.

A partial awareness of the validity and/or significance of competing arguments

L3

A full awareness of the validity and significance of competing arguments/ factors, leading to balanced comparisons, judgements and an effective conclusion that proposes a solution and/or recommendations

L4

Level 4
18/20

WWW:
Good logical chains of analysis – linked back to the question

EBI:
More evaluative points throughout

C-Grade	Marking

3 Evaluate the likely impact on the finances of a business of using a pricing strategy such as that used by Ryanair.

(20)

A pricing Strategy is a set of rules and ideas to be followed in order to place a price on a product by a firm.

Ryonair's pricing strategy allows them to advertise for flights an absurdly low initial price and gain the attention of many consumers. They then capitalise and make profits with larger profit margins on complimentary goods, such as food or baggage services where Ryonair are the only providers.

If a firm were to use a pricing strategy such as Ryonair's, they would likely see an initial spike in demand as many customers would be drawn to the low advertised price. However, in order to advertise such a low price, it is unlikely to be a profitable venture and as such, profits from the advertised sale would likely fall or be negative. However, with the correct ~~of~~ use compliment of necessary complimentary goods with high profit margins, the losses could be recouperated and large profits could be generated. The increase in sales would give the firm a larger market share than previously in the short term.

However, consumers would soon realise that they have been baited into a deal where the

Elements of knowledge and understanding

L1

Elements of knowledge and understanding, which are applied to the business example.

L2

This strategy is a loss leader. Some confusion in terms / knowledge.

Attempts to address the question. A comparison or judgement may be attempted, but it will not successfully show an awareness of the key features of business behaviour or business situation.

L2

Uses developed chains of reasoning, so that causes and/or consequences are complete, showing an understanding of the question.

Approaching L3

overall cost may be greater than that of competitors. This immoral behaviour by the firm could generate poor publicity of the deal leading to ~~many new consumers~~ choosing to leave as well as some existing consumers. This could lead to a long term tarnishing of the firm's reputation and a long term fall in sales. This can be seen with Ryanair, as they are often subject to jokes by many popular comedians such as Russell Howard. ~~joking about the~~

Overall, the extent to which a firm could benefit from this pricing strategy depends on the current economic climate and the price elasticity of demand of the good/service. In a recession or slump, consumers will be drawn more to the lower price. This is also true if the demand is price elastic and there will be a mass surge in demand when price demands as dictated by the pricing strategy

(Total for Question 3 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 80 MARKS

Arguments and chains of reasoning are presented, but connections between causes and/or consequences are incomplete.

Arguments are well developed.

L3

A partial awareness of the validity and/or significance of competing arguments and may lead to a conclusion.

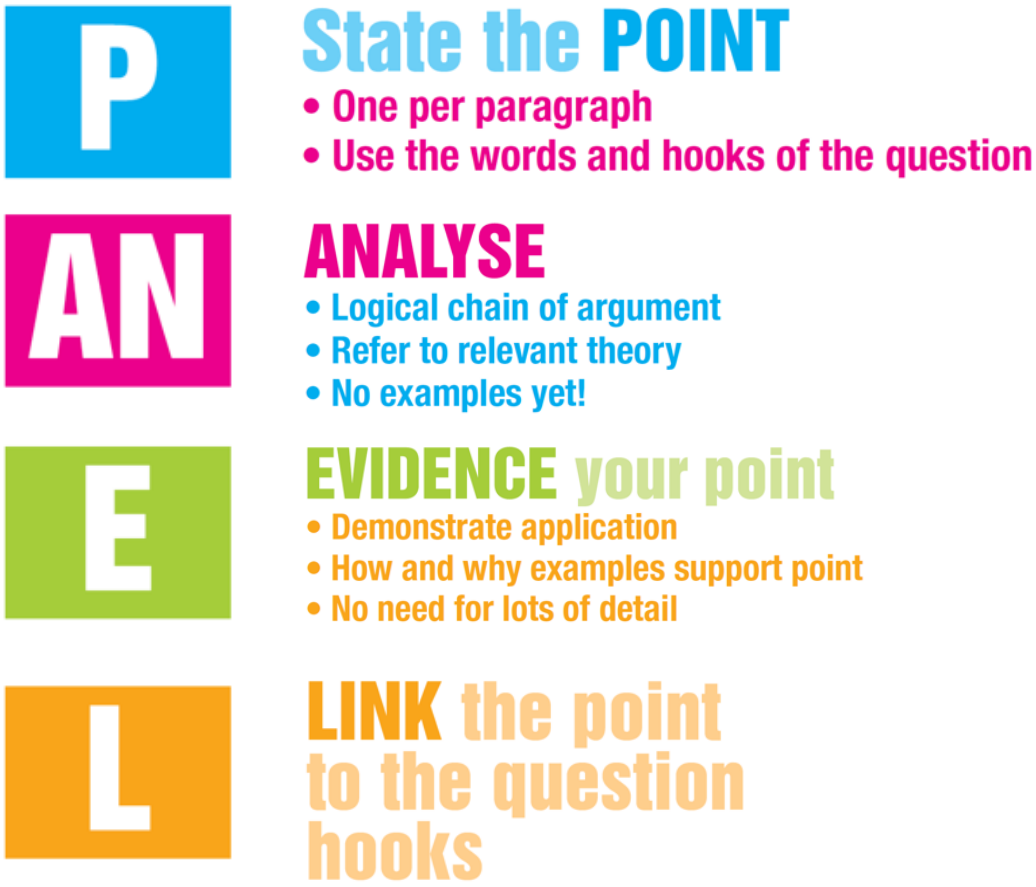
Level 3
12/20

WWW:
Good logical chains of analysis

EBI:
Fully addressing the question, links back to firm's finances.

Panel Framework:

Using the PANEL frame work to answer essays:



To what extent is it inevitable that the most successful e-commerce businesses in the future will be those that are already market leaders?
In the present time, market leaders have enjoyed large success with the availability of e-commerce. Where this provides benefits in terms of finance, enhancing revenue and profits, the expertise and experience of these businesses also give customers increased pleasure and satisfaction with their services – which increases customer loyalty to their brands. However, with changes in the business model, it can be widely debated that market leaders may not be the most successful e-commerce businesses in the future. One reason why it is very likely that existing market leaders will be most successful at e-commerce in the future is… that the leading e-commerce businesses are now the biggest and the best in the market. The line of analysis supporting this point is based around the key concept of barriers to entry, and specifically economies of scale enjoyed by leading e-commerce businesses. Porter's Five Forces model suggested that barriers to market entry are a significant factor in determining the intensity of competition in a market. Where barriers to entry are high, new market entrants may be discouraged from trying, or they discover that the barriers were too high for them to overcome in order to gain a foothold. In e-commerce, barriers to entry are likely to include the expertise and experience of operating complex logistics and understanding how to deliver e-commerce using mobile devices. However, perhaps the most significant barrier to entry is the sheer scale of leading e-commerce businesses which enables them to operate at high efficiency, thereby reducing the unit costs of handling customer orders. Many market leaders have invested heavily in automation to further improve their efficiency, making them highly competitive from a cost point of view. There is substantial evidence to support this

line of analysis. An relevant example is John Lewis which is widely regarded as one of the biggest and most successful e-commerce operators in the UK. Recently John Lewis has invested over £0.5bn in e-commerce, including building three enormous, highly-automated warehouses to handle e-commerce orders. It has tightly integrated the complex systems required to make the customer experience as simple and reliable as possible, particularly working closely with its John Lewis and Waitrose stores. A similar example, which also supports the importance of economies of scale and expertise as barriers to entry is Tesco. Tesco was the first UK supermarket to offer online shopping and even today it has a 50% share of grocery e-commerce in the UK, due to a large extent because if its longstanding expertise in selling online. It has exploited its huge store network, along with many "dark stores" (stores just for shipping online orders) and enormous investment in delivery capabilities to sustain its market dominance of online grocery shopping. Linking this point back to the essay question, the existence of high and sustainable barriers to entry seems to provide strong support for the argument that existing market leaders will continue to be the most successful in the future. It is hard to imagine how a new market entrant could now compete effectively against the likes of John Lewis and Tesco who have significant competitive advantages because of their scale and expertise.

It can be argued that to some extent, it is evitable that the market leaders today will be the most successful businesses in the future, as the pace of technological advance is accelerating and creating opportunities for business model disruption using e-commerce. This can be seen through the increasingly growing e-commerce and m-commerce that have provided substitutes for customers and have increased the threat of new entrants. Porter's Five forces is used to analyse the intensity of rivalry within a market. One way of doing so is through analysing barriers to entry, but it can also be used to assess the availability of substitutes that can be offered and the extent to which they can be seen as a valuable option. If a product is much more convenient, or is cheaper elsewhere, or even is of a higher quality, consumers will often be tempted to try these substitutes out. The threat of new entrants has allowed new and smaller businesses to take on greater risks and be more confident in their ability to enter a market through either the convenience and simplicity of m-commerce or the variety and vast opportunities to grow and be recognised through e-commerce, thus leading to a disruption within the market, and allowing smaller businesses to grow much more rapidly thanks to the technological advancement of e-commerce. A great example of this would be Uber. While some may argue that Uber is currently a market leader and has proven to continuously be successful and look promising even in the future, it must be noted that Uber also started out very small and insignificant at first, and there is clear evidence to show that the advancement of m-commerce has allowed Uber to be massively disruptive and become one of the fastest growing businesses of the 21st century. From only a $0.69m revenue in 2013, in a measly two years Uber's disruptive nature and continuous growth by using e-commerce to its advantage has increased that number tenfold to over $10.84 in 2015. This shows that despite current market leaders being increasingly growing and successful, the rapid advancement of e-commerce has increased the threat of new entrants and substitutes, and smaller and newer businesses can often use this to their advantage to benefit from the current advanced technology to disrupt the market and gain a steady foothold that will allow them to grow at a much more rapid pace thanks to the increasing opportunities and possibilities that e-commerce and m-commerce both have to offer, and, if managed successfully, a disruptive business that will take advantage of the increased growth of technology advancement will grow much faster than one that does not, and can potentially become a very successful business, and a potential future market leader.

Another reason why it is likely that existing market leaders will be the most successful at e-commerce in the future is that existing market leaders are using omnichannel strategies to maintain their competitiveness. The line of analysis supporting this point is based around the growth of distribution available to top businesses operating using a number of different channels. Porter's Five Forces model again suggests that high barriers to entry can affect the intensity of competition in a market. This is because the most successful e-commerce businesses would have a range of channels available for customers which can deter new entrants from entering the market. The use of omnichannel retailing also enables larger firms to enhance customer experience, as they are able to shop using a larger variation of platforms. Thus, this would lead to an increase in customer loyalty to these successful e-commerce businesses and would hinder the chances of new firms to achieve a larger market share. Omnichannel strategies therefore meets customer needs and increases satisfaction, which would keep market leaders at the top of e-commerce success in the future. There is substantial evidence to support this line of analysis. One example is present in Superdry, who installed fully transactional in-store iPads in all of its UK stores with cloud-based multi-channel retail specialist, One Iota. This assists shoppers in buying items, which may be out of stock or from the extended range lines available in any store, for home delivery or collection at any of Superdry's 86 UK stores. This also enhanced customer experience by enabling customers to browse the full range of their products, which was made possible by combining online and in-store transactions. A similar example supporting the effectiveness of omnichannel strategies in deterring new entrants is Argos, who was the first UK multichannel retailer to generate £1bn of m-commerce sales in a year. This was widely due to the introduction of the 'Click and Collect' option, allowing customers to make orders online and pick up the products in-store. This provided customers with an effective way of making orders with the use of mobile transaction to enhance its stance in e-commerce. Linking this back to the essay question, the use of omnichannel strategies therefore supports the argument that existing market leaders will continue to be the most successful in the future. Omnichannel strategies simply provide customers

with enhanced experiences while using a number of different platforms to make sales – restricting new businesses to be able to gain a sufficient position in the market. Businesses such as Argos and Superdry will simply continue to thrive as their present strategies have increased customer loyalty on a massive scale.

Conclusion

I believe that it is inevitable that the most successful e-commerce businesses in the future will be those that are already market leaders. Although it has been demonstrated that businesses are able to use technological advancement to their advantage and disrupt a market to become increasingly more successful and grow incredible fast, those said businesses were able to take advantage of e-commerce when it was not as highly sought out as a significant business growth option as it is today. So many businesses have already taken advantage of the availability and opportunities of e-commerce that the barriers to entry have continuously grown to a point where it is much more difficult to enter a market using e-commerce now than it was several years back, mainly due to the success and power of pure play businesses such as Uber and ASOS that have established and created these incredibly high and difficult to breach barriers to entry. Overall, it depends on the ability of a business to use the disruptive capabilities of e-commerce and the advanced technology readily available to them to their advantage, as I believe that the most important factor towards becoming successful through e-commerce today is the disruptive factor of technological advancement and the extent to which a business can use this to their advantage to grow at a much faster rate than current market leaders.

Transition Activity – Comparison of entrepreneur's stories

Read the two case studies below about the entrepreneurs and their business start-up stories. Then answer the questions below.

Entrepreneur 1: Fraser Doherty – Super Jam

Fraser Doherty always loved jam, especially his Gran's jam made to her very own secret recipes. So much so, that when Fraser turned fourteen his Gran shared her jam secrets with him and he soon started making it himself, selling his produce at farmers markets and to local shops.

Thing was, Fraser loved eating jam as much as he loved selling it. In fact, he was getting through a few jars of his own jam every week. He quickly realised that all of that sugar probably wasn't doing his health a lot of good. So Fraser had an idea…

He decided he was going to make the healthiest jam possible using only the most nutritious fruits and without adding any sugar or sweeteners. Originally, his customer base was limited to neighbours and friends from his church, but business picked up quickly, and by age 16, he left school to work on his jams full time.

He tweaked his recipes and came up with a name for his product: Super Jam. Orders picked up faster than he could produce the jam--made from only fruit and fruit juice--in his parents' kitchen, so Doherty started renting out a factory a few days each month.

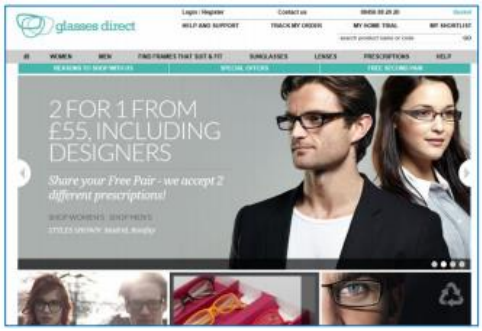
In early 2007, Waitrose approached Doherty hoping to sell his Super Jam products in their stores. Within months there were Super Jam jars on the shelves of 184 Waitrose stores.

Doherty borrowed £5,000 from a bank to cover general expenses and more factory time to produce three flavours: Blueberry & Blackcurrant, Rhubarb & Ginger, and Cranberry & Raspberry. Tesco followed, adding Doherty's products to 300 stores across the U.K.

In 2008, Super Jam hit $1.2 million in sales, a 60% jump from 2007. "I can't be preoccupied with the money," says Doherty. "I make jam because it's what I love to do." Success is pretty sweet too.

Jamie Murray Wells is the founder and Executive Chairman of Glasses Direct, which he started at university. Studying for his final exams at university, Jamie discovered he needed to wear glasses. After visiting his local optician he was so staggered by the £150 price tag. "I got fleeced £150 for a pair of glasses. I looked at them and thought, it's just a bit of wire and glass, why does it need to cost so much? So I looked into the costs and found that they could be made for around £15 a pair. I sent my prescription to the lab and then had two pairs that looked the same; the difference was that one cost £150 and the other £15. I realised there was an opportunity here to pass on these savings to customers, so I got together with some university friends, hired a web developer and used the last £1,000 of my student loan to get it started."

After finding a laboratory to support his idea for providing better value prescription glasses, he set up shop in his parents' front room with friends and family helping out. Word began to spread and within two months of trading, the phone was ringing constantly, and the orders began pouring in. With thousands of enquiries by the end of his summer holidays, what had begun as a sideline had become a real business meeting a real need. Glasses Direct, the first online prescription glasses retailer was born. The business grew in popularity and he raised £700,000 through various business angels (venture capitalists) as well as friends and family. They moved to new premises and hired a team of staff to help with the operations. In the first year they had turned over in excess of £1m and probably saved the UK public many times that amount on their prescription glasses.



Despite early threats of legal action, and pressure on his suppliers from high street brands, Jamie fought to fully establish Glasses Direct in the optical market place, and eight years later, the 29 year-old has seen the company grow to become the largest online retailer of prescription glasses in Europe. The company now ships a pair of glasses every few minutes round the clock, and has saved the UK public in excess of £40 million pounds on their glasses.

According to Jamie it was possible to start up with so little capital thanks to their suppliers – "they would hold the stock for us, send the completed glasses out to customers and invoice us 30 days later. As we were taking payments upfront from customers, this enabled us to get the business going.

I watched cash flow like a hawk, and was also helped by the diminishing costs of technology and software at the time, after the dot com bubble. Other than this, I had all my friends working for me, and even kicked my sister out if her bedroom so I could use it as an office. I was the customer services, marketing, PR and accounts departments rolled into one. We handed out flyers etc, but word of mouth really made it fly, and we were selling fifty or more pairs of glasses a day pretty quickly. After that it was a question of scaling the business and getting logistics etc. into place. If you want something to work on a £1,000, you can do it, it's only necessary to prove that the concept works."

TASK

Answer the questions below based on the examples above and your own knowledge:

1. What is an entrepreneur? (2 marks)
2. What characteristics did each of these entrepreneurs have that made them successful? (4 marks)
3. How important is market research in ensuring new business ideas are successful? (6 marks)
4. What methods can entrepreneurs use to raise the finance necessary to start up? (4 marks)
5. Both entrepreneurs spotted a gap in market:
    a. What gap did they spot? (2 marks)
    b. How important do you think it is to spot a gap in the market for a new small business? (6 marks)
6. What are the biggest obstacles to starting up a successful new business venture? (4 marks)
7. "Without the entrepreneurial skills demonstrated by those in the case studies, these businesses would not have succeeded." To what extent do you agree with this statement? (10 marks)

Research Activity

Define the following key terms in the table below. They will help you with your studies prior to September.

Term	Definition	Formula
Operating Profit %		
Total revenue/ Sales revenue or Turnover		
Market capitalisation		
Market size volume		
Market size value		

Market growth		
Sales growth		
Market share		
Price elasticity of demand		
Added value		
Labour productivity		
Return on investment %		
Contribution per unit		
Total contribution		
Break-even output		
Margin of safety		
Labour turnover		
Employee retention rate		

Reading List

Books, newspapers and magazines

Textbooks

AQA Business for A Level 1
Publisher: Hodder Education
Author: Malcolm Surridge (Author), Andrew Gillespie (Author)

AQA Business for A Level 2
Publisher: Hodder Education
Author: Malcolm Surridge (Author), Andrew Gillespie (Author)

A-Level Business: AQA Year 1 & 2 Complete Revision & Practice (CGP A-Level Business)
Publisher: CGP Books
Author: CGP Books

Other good sources to read

Revision guides such as the CGP Business Studies

Business Review magazine – Students will be able to subscribe to this when they start at Bishop Challoner

A **good quality newspaper** (Particularly the business section) such as; The Guardian, The Times, The Telegraph, The Independent or the I for a more concise read.

Books and autobiographies written by famous entrepreneurs such as Howard Schultz, Terry Leahy, Richard Branson, Alan Sugar, Karan Bilimoria, Duncan Bannatyne, Deborah Meaden, Peter Jones, Theo Paphitis, Fraser Doherty etc

Journals and magazines may also be useful to read to broaden your knowledge such as; The Economist, Marketing and The Grocer

Recommended Television shows/videos to watch

The Foods That Make Billions (BBC, 2011) A BBC series about how big business feeds us by transforming simple commodities into everyday necessities and highly profitable brands.

- Liquid Gold (Bottled Water)
- The Age of Plenty (Cereals)
- Pots of Gold (Yogurt)

Business Nightmares with Evan Davis (BBC, 2011) - A BBC series about how even the world's top companies make mistakes. Insiders reveal how plans that seemed like a good idea turned into commercial calamities. All three episodes can be found on YouTube in four parts:

- Doomed Designs - www.youtube.com/watch?v=UxStG3b76sE
- Marketing Mess-ups - www.youtube.com/watch?v=9CtM0vCOCDg
- Disastrous Decisions - www.youtube.com/watch?v=YsXMuVq1MZI

Steve Jobs: Billion Dollar Hippy (BBC, 2011) – A BBC documentary on the history of Apple and Steve Jobs.

Mark Zuckerberg: Building the Facebook Empire (Bloomberg Business, 2013) – A Bloomberg documentary on the history of Facebook and Mark Zuckerberg. It can be found on YouTube - https://www.youtube.com/watch?v=5WiDIhIkPoM

Inside The Bank That Ran Out Of Money (BBC, 2011) – A BBC documentary on the rise and fall of the Royal Bank Of Scotland under Fred Goodwin.

BP - In Deep Water (BBC, 2010) – A BBC documentary on BP and the Deepwater Horizon oil spill.

BBC Panorama – www.bbc.co.uk/programmes/b006t14n - The long running BBC current affairs programme, featuring interviews and investigative reports on a wide variety of subjects but often business related. In the past there have been relevant episodes such as The Big Squeeze, How to Survive the Meltdown and The Truth about Supermarket Price Wars. These documentaries are often available for up to a year after broadcast.

Alex Polizzi – The Fixer (BBC,2015) – A range of support shows to rebrand, re-launch and save failing businesses http://www.bbc.co.uk/programmes/b01qwflg.

Other shows:

- Mary Queen of Shops (BBC)
- Mary Portas Secret Shopper (Channel 4)
- Dragons Den (BBC)
- The Apprentice (BBC)
- The Martin Lewis Money Show (ITV)

Films/Documentaries

- Enron: The Smartest Guys in the Room (2007)
- The Corporation (2006)
- Super Size Me (2004)

Useful websites

www.tutor2u.net – Tutor2u is an essential Business Studies resource for all students. It contains an excellent Blog with relevant news stories, exam advice and analysis of topical events. It also has various quizzes, revision notes and Power Points for free.

www.bbc.co.uk/news/business - Keep up to date with current events in the business world through the BBC website Business news section. Very easy to read and many helpful articles to gain real examples of the theory learnt in class.

www.guardian.co.uk/business/uk-edition - The Guardian newspaper Business section. Slightly more in-depth look at business current events and still free to access on-line.

www.independent.co.uk/news/business - The Independent newspaper Business section. Another great source for business stories and again still free on-line.

www.thetimes100.co.uk - The Times 100 contains case studies, revision notes and quizzes on a range of topics.

If there are any issues, please email me directly at m.benhadj@stthomasmorechool.org.uk