



Sixth Form A Level Business Transition Booklet



Name:

Welcome to Business at Morecambe Bay Academy

This Transition work is designed to help you to bridge the gap between your GCSE studies and AS/A Level.

Why do transition work?

Preparation is crucial for studying A levels. A levels require you to be an independent learner. Although you have fewer subjects, A levels require different study skills and the volume of work is greater due to the increased demand of depth and detail. The exercises in this booklet will ensure that you are ready for the exciting challenges of becoming an A level student in September. It may be necessary to complete some of the tasks on separate sheets of paper. You have the choice of either typing or handwriting your responses. Each subject will be slightly different, but they will all require you to use the skills you will need for A level: independent enquiry; evidence of reading around the subject and enthusiasm and interest.

Is transition work assessed?

Yes. In September, your subject teacher will ask you for your Transition work and it will be assessed. Teachers will be able to diagnose your strengths and weaknesses and begin to support and challenge you in a more targeted way.

You must bring all the work with you to your first Year 12 Business lesson in September.

AS/A-Level Course Outline

Year 1

Theme 1: Marketing and People

Students will develop an understanding of:

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders

Theme 2: Managing Business Activities

Students will develop an understanding of:

- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influences

Year 2

Theme 3: Business Decisions and Strategy

This theme develops the concepts introduced in Theme 2:

- Business objectives and strategy
- Business growth
- Decision-making techniques
- Influences on business decisions
- Assessing competitiveness
- Managing change

Theme 4: Global Business

This theme develops the concepts introduced in Theme 1:

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies (multinational corporations).

Reading and Investigation project

An important part of A Level Business is being able to apply your subject knowledge to different businesses in different situations. Read the case study on New Look and answer the questions below.

Social media on trial: Four important cases to watch



When social media started to take over the internet 20 years ago, it was widely hailed as a game-changing technology that would connect people across divides and make information more accessible.

Today, companies like Meta, owner of Facebook and Instagram, Google, owner of Youtube, and Snapchat, along with relatively newer platforms like TikTok, Discord and social gaming platform Roblox, are facing thousands of lawsuits in the US over claims that they have instead harmed users, children in particular.

Taken together, the outcome of the lawsuits, whether they ultimately settle out of court or end up with jury verdicts against companies, could change the way social platforms operate forever.

"It's created a stage that not only legal observers are watching, but regulators and lawmakers are watching closely as well," Eric Talley, a lawyer and professor at Columbia Law School, said. Talley noted that the way this growing wave of lawsuits against platforms is feeding into broader public perception is likely to influence political elections for the next several years, impacting new and revised laws and regulations.

Many of the cases are going through courts in California, where all of the major social platforms are headquartered. Known as the "California effect", legal and policy changes enacted in the state tend to lead to nationwide changes.

"There's no denying anymore that there is an issue with child safety on the platforms," Alexis Shore Ingber, a communications law expert and a professor at Syracuse University, said. "We are seeing an inflection point. These cases are significant."

Already this year, Meta and YouTube notched an [unprecedented loss](#) in a case brought by a young woman who claimed she was addicted as a child to social media, contributing to her mental and emotional health struggles. The companies were ordered by a jury to pay her a combined \$6m (£4.5m) in damages. Both firms said they disagreed with the verdict and intended to appeal.

Meta also [lost a bigger case](#) in New Mexico, brought by that state's attorney general accusing the company of essentially misleading the public that its platforms were safe for children despite known issues with young people being sexually exploited on them. Meta said it also plans to appeal against this verdict.

During the years these cases were brought and resolved, Meta has [released changes](#) to its platforms aimed at making them safer for young users.

But broader change to the platforms, how they are designed and function and even accessed, is likely to take years more, and more court rulings against them.

Between this year and next, Meta and the other major social platforms are poised to fight their way through more trials where juries could consider a host of claims by young users, their parents, school districts, and state attorneys who allege an array of ill effects from the way social media platforms are designed and operate.

Even a billionaire is prepared to take Meta to trial over its hosting of advertisements that scam people out of money.

So which cases really matter?

The BBC looked through scores of cases in the US to find the handful of lawsuits against social media and social gaming companies that are on track for trial in the next year or so and could have a significant impact on the platforms' businesses and operations.

According to Adam J. Schwartz, a lawyer who also founded an online document review tool, the following lawsuits "are the bellwether cases that will set the tone and tenor for shaping the law in the future".

Social Media Adolescent Addiction MDL



One case against social media firms involves more than 1,000 Californian schools

This [sprawling multidistrict litigation, external](#) (MDL) in California includes allegations from more than 1,000 school districts across the US.

Broadly, the schools accuse Instagram, YouTube, Snapchat and TikTok of being intentionally designed to be addictive, which has allegedly harmed children mentally and emotionally through their excessive use of platforms.

The schools claim that dealing with the ill effects of social media has cost them money and resources, and that the platforms should be deemed a "public nuisance" and held liable for impacting children's well-being.

Although a jury trial for certain of the school districts' claims is now set to begin in February, as the platforms [recently settled](#) with a school district that was to be the first trial, all of the cases could take a couple more years to resolve completely.

Should court outcomes go against the platforms, everything from the way platforms display user engagement to who they allow on the platforms could change.

A spokesman for YouTube said: "The allegations in these complaints are simply not true."

A spokeswoman for Snapchat said: "We fundamentally disagree with the allegations - we do not target schools."

Meta declined to comment and TikTok did not respond to a request for comment.

People of the State of California v. Meta

Attorneys for California and Colorado led a group of 29 states in filing in 2023 a [lawsuit, external](#) against Meta and Instagram. It is set to go to trial in August.

While it is also before the same judge as the MDL in California, the states are accusing Meta alone of violations of the Children's Online Privacy Protection Act, a federal law known as COPPA. The law was intended to protect children under 13 years old from being targeted by businesses operating online but was enacted in 2000.

Meta has already provided more than 2 million documents in the case, according to court records.

Should the states prevail in their claims, it is demanding that Meta better prevent users under 13 years old from using its platforms and remove data it has previously collected from underage users, along with a host of other changes.

Meta uses such data to do things like ad targeting and train its artificial intelligence (AI) models and tools.

Adapted from: <https://www.bbc.co.uk/news/articles/c9q39l447l4o>

Questions to consider:

1. Summarise news article in less than 50 words.
2. What are the key causes of concern?
3. What have the businesses said in response to the concerns/allegations?
4. Do you think that social media should be banned for under 16-year-olds?

Developing your business vocabulary

You are going to learn a lot of new vocabulary over the next two years, so here are the core concepts that we would like you to find out about.

Find and learn the definitions of these top 10 business terms using the (fabulous!) website <https://www.tutor2u.net/business>, you may use examples if it helps to illustrate your point:

1. Trade off
2. Opportunity Cost
3. Added Value
4. Demand
5. Profit
6. Cash Flow
7. Elasticity
8. Motivation
9. Competition
10. Objectives
11. Risk
12. Entrepreneurship

Note: There will be a test on these definitions on the first lesson back in September.

Developing your quantitative skills

20% of A Level business is based on quantitative skills which include the use of percentages, index numbers and rearranging equations as well as interpreting data from tables and graphs. Complete the below activity on percentages - remember to show your working!

- 1) Increase 380 by 5%

- 2) Decrease 320 by 11%

- 3) Find the percentage change from 120 to 168

- 4) An amount was increased by 18% to £531.00. Find the original amount.

- 5) Increase 200 by 17%

- 6) Decrease 200 by 10%

- 7) Find the percentage change from 40 to 42

- 8) An amount was decreased by 12% to £149.60. Find the original amount.

Developing your analysis and evaluation skills

Analysis and evaluation are two key assessment objectives that you will be tested on during your A Level. You will need to prepare a presentation (with no more than 10 slides) which answers questions below; we expect you to do some research and use real life business scenarios to support your arguments.

Remember that the slideshow does not need to contain all of your argument - only key points, which you could elaborate on if you are asked about it. There is no 'right' answer to the statements we have used; we are just trying to get you thinking about the topics you will be studying.

Theme One Topic

“The best way to increase profit is to advertise”

Discuss the extent to which this statement is true, showing a balanced argument and an overall conclusion.

Suggested points:

- *What is profit?*
- *What are the ways which a business can improve profit (including advertisement)?*
- *What evidence have you gathered to support your argument?*
- *What evidence could be used against your argument?*
- *Give an overall conclusion about what you think based on your evidence.*

OR

Theme Two Topic

“I don't need a plan, I've got a great business idea, I'm just going to run with it”

Discuss the extent to which you agree with the above statement showing a balanced argument and an overall conclusion.

Suggested points:

- *What is business planning?*
- *Why is it important / unimportant to have a plan?*
- *Could you realistically create a business without a plan? How do you know? What evidence do you have?*
- *Give an overall conclusion about what you think based on your evidence.*