



6th Form Transition Pack

QUALIFICATION	APPLIED GENERAL BUSINESS: CERTIFICATE AND EXTENDED CERTIFICATE
Teacher Name(s)	MRS S JONES MRS L RICHARDSON
Contact email(s)	sjones@notredame.liverpool.sch.uk richardsonl@notredame.liverpool.sch.uk
Exam board and link	AQA - https://www.aqa.org.uk/subjects/business/applied-general/business
Specification details	Specification code: 1830
Recommended online learning	www.senecalearning.com www.tutor2u.net www.merlinentertainments.biz www.businessballs.com www.bbc.co.uk/news/business https://www.ted.com/
Recommended reading list	Business Review magazine – in the library or ask your tutor Resources: Internet to research current: <ul style="list-style-type: none">• business visions, aims and objectives• markets and market opportunities• methods of recruitment and their effectiveness• organisational structures• competition and competitive rivalry within markets• role of managers in improving competitive position• management policies to improve competitive position• technological, economic, social and ethical external environment forces.

In addition, the transition pack may contain resources like PowerPoints, assessments and activities for you to try at home over the summer.

We recommend you use Cornell Notes to prepare for your new course. Please see these videos to help you develop the technique:

<https://youtu.be/WtW91yE04OQ>



See the General Transition Pack where VESPA has been outlined for other ways of successfully taking notes and organising the content of your studies effectively.

Please complete the activities in this booklet in readiness to begin your studies when we are told Sixth Form may reopen. This will show us your commitment and may be used alongside your GCSE grades and behaviour log as entry criteria – Sixth Form study is hard work and there are no short cuts. Commitment to your studies is essential.

Good Luck and Stay Safe!



Welcome to Applied General Business

Important: Previous study of business at KS4 is not a requirement of the course.

This course gives you the opportunity to study large businesses and how they operate from employing and managing their staff to marketing their products to customers – you will have the chance to visit some of these businesses and prepare coursework based on your research or develop skills to help you with examinations on specific topics

How the course is organised:

Year 12 Applied General Certificate = AS level

This is the equivalent of an AS qualification in year 12 – with the same UACS points

Year 13 Applied General Extended Certificate = A2 level

This is the equivalent of an A level qualification in year 13 – with the same UCAS points

Level 3 Certificate in Applied Business

Applied Business focuses on four key themes:

- People,
- Markets,
- Finance
- Operational delivery

The course is divide into 6 units; 3 for year 12 and 3 for year 13

There are 2 examinations –one in year 12 and 1 in year 13 both taken in January of each year with 1 opportunity to resit

Year 12

3 units including:

- Financial planning – this is an examined unit for January 2021
- Business Dynamics – this is coursework, based on a large international business
- Business enterprise – this is controlled assignment about a business idea of your choice

We start with unit 2 – Business Dynamics, this is coursework based on research into a large international business; Merlin Entertainments PLC. You may not have heard of the company, but you will know some of its brands;

Alton Towers

Chessington world of adventure

Thorpe Park

London Eye

Legoland resorts





WORLD OF ATTRACTIONS



<https://www.merlinentertainments.biz/media/2255/introduction-to-merlin-entertainments-final.pdf>

<https://www.merlinentertainments.biz/about-us/>

Using the links above answer the following questions so you are familiar with the company before you start the course

When was Merlin Entertainments formed?

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They are a PLC – this stands for a Public Limited Company, what does that mean?

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How many attractions do they have around the world?

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In how many countries do they have 1 or more attractions? Name 3 outside of UK

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Approximately how many visitors do they receive per year?

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Since creation in 1999, Merlin’s strategic statement has been:

“TO CREATE A HIGH GROWTH, HIGH RETURN, FAMILY ENTERTAINMENT COMPANY BASED ON STRONG BRANDS AND A GLOBAL PORTFOLIO THAT IS NATURALLY BALANCED AGAINST THE IMPACT OF EXTERNAL FACTORS”

The statement above is what businesses call their “**VISION STATEMENT**” it is a rough guide as to what their purpose is, its normally just a sentence or even a few words, without a great deal of detail – the details is in their aims (below)

What do you think Merlin are trying to do?

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(3) MULTIPLE GROWTH LEVERS



Our Six Strategic Growth Drivers drive growth through existing portfolio of attractions, and through the opening of new attractions.

<p>1. PLANNED INVESTMENT CYCLES IN THE EXISTING ESTATE (page 17)</p>	<p>2. EXPLOITING STRATEGIC SYNERGIES (page 18)</p>	<p>3. DEVELOPING OUR THEME PARKS INTO DESTINATION RESORTS (page 19)</p>
<p>4. OPENING NEW MIDWAY ATTRACTIONS (page 20)</p>	<p>5. OPENING NEW LEGOLAND PARKS (page 21)</p>	<p>6. STRATEGIC ACQUISITIONS (page 23)</p>

The 6 areas above are called their “growth drivers” – or their aims/objectives for the next few years – select **one** of these and using the links above to help you describe what they are trying to do and why they might be doing it?

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Stakeholders

<https://www.tutor2u.net/business/blog/lesson-video-an-introduction-to-stakeholders>

Using the link or another source e.g. YouTube explain what a STAKEHOLDER is

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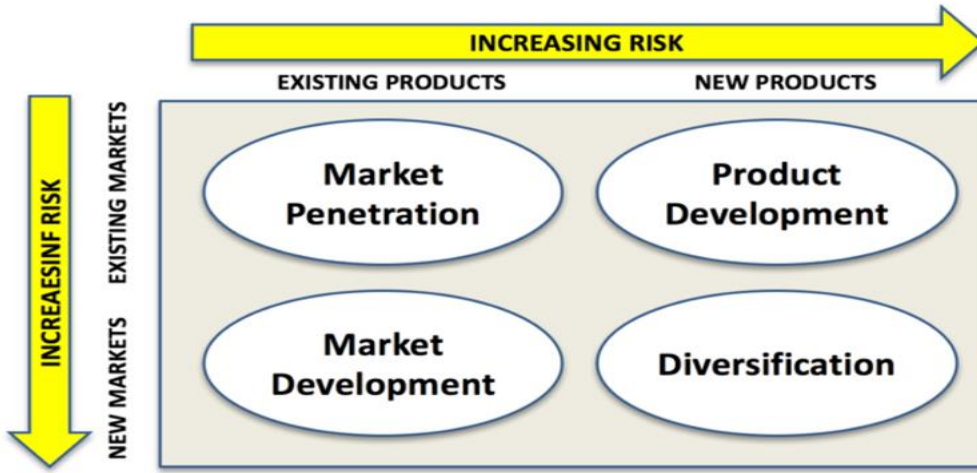


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Ansoff's matrix

<https://www.tutor2u.net/business/reference/ansoff-matrix-explained>

Using the link above describe what Ansoff's matrix is and the 4 different sections below – brief notes will do



Ansoff's Matrix is

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Market penetration is

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Product development is

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Market development is



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Diversification is

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Now research using the link <https://www.merlinentertainments.biz/newsroom/news-releases/>

This shows all of the new ideas, rides, attractions that are happened across the world in Merlin Entertainments – can you find 4 examples of what they are doing/have been doing that relate to each of the 4 categories above

For example

MAGIC LIGHT PICTURES TEAMS UP WITH MERLIN ENTERTAINMENTS TO BRING EXCITING NEW 3D INTERACTIVE ZOG TRAIL TO WARWICK CASTLE

POSTED ON 26 FEBRUARY 2020 IN [NEWS RELEASES](#)

This is **product development** because they are bringing a new product to Warwick Castle that their existing customers (markets) will enjoy

Finally - Employees

Merlin Entertainments employs many thousands of people around the world; many of the jobs they offer are **seasonal** especially in the UK explain what this might mean and why they employ seasonal staff?

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