

Welcome to A-level Business 2026

We follow the Edexcel specification, and study the following topics:

Theme 1 – Marketing and people

Theme 2 – Managing business activities

Theme 3 – Business decisions and strategy

Theme 4 – Global business

These are divided into three papers, which are each 2-hour examinations and make up 100% of your final grades. You can find the specification [here](#). You will need to buy a copy of the course textbook **Pearson Edexcel A Level Business** Fifth Edition, by Peter Smith et al [here](#), and we would recommend a revision guide, such as My Revision Notes, by Andrew Hammond, [here](#). In addition, please purchase a lever-arch folder for storing work at home, a ring-binder for work on the current unit, a pack of at least 20 file dividers, a calculator and a set of index cards for preparing revision flashcard. Finally, an A3 sketchbook spiral bound with 30 sheets.

Bridging Work

Total time: approx. 2 - 3 hours

This work is designed to introduce you to key ideas we will study in Year 12 and help you begin thinking like an entrepreneur/business consultant: critical thinking, independent judgement, application of theory to the real world and confident written communication. It is not formally assessed, but we will refer to it in lessons in September. **This work must be brought with you to your first business lesson to refer to in class discussions and hand in a named copy.**

Task 1: Core Textbook Investigation (30 mins)

Read the first two chapters of Theme 1. Write active recall questions and answers on the content, these are your own questions eg., 'What is a Marketing Objective and why is it important to set them?' Write definitions for the following terms:

1. Marketing mix
2. Market objectives
3. Market segmentation
4. Marketing strategy
5. Economies of scale
6. Franchise
7. Generic brands
8. Product differentiation

Try to: Put definitions in your own words. Include one simple example for at least 2 terms

Task 2: 'Business' in the News (40 mins)

Every week, choose an article from one of the following websites; the BBC, The Telegraph, Financial Times or the Guardian (search business). This is for your enjoyment and to spark your interest and enthusiasm in studying Business. **Print and annotate** the articles including the following – highlight and explain key terms, review the data if given and a short paragraph that summarises the article. Then try and answer the following using your evaluative (critical thinking) skills:

Who benefits, who loses, what should the government do in response?

Task 3: Complete the Tutor2U Introductory Course (60 - 70 mins)

Read/listen to the resource linked below, make notes and then write a short response (300 - 400 words max) for each.

- How Edexcel A-Level Business is Structured - the course includes themes such as marketing, finance, operations, and strategy. Which of these do you believe will have the greatest impact on business success over the next 10 years and explain why – or is there something else?
- Introduction to Assessment – do you think this is the best way to assess student understanding?
- What the Examiners are Looking for; assessment objectives – use one business example to demonstrate all three
- Introduction to Quantitative Skills and Numerical Concepts – is profit the only thing that matters?

<https://ondemand.tutor2u.net/students/introduction-to-edexcel-a-level-business-getting-started>

Optional Extension (not included in time):

If you are interested, you may explore a business-themed documentary, book or podcast from the recommended list:

Reality TV / Documentaries / TV / Film

1. Dragons Den – finance, pitching, business development,
2. Industry – finance; competition; capitalism; workplace pressure
3. The Big Short – financial markets; risk; incentives; 2008 crash

Books

1. The Everything Store – by Brad Stone – Amazon's rise through innovation, leadership, competition, and customer obsession.
2. Shoe Dog – by Phil Knight – Nike's growth through risk-taking, branding, and global expansion.
3. Start With Why – by Simon Sinek – purpose-driven leadership and building loyalty through "why."

Podcasts

1. BBC World Service - Business Daily (Superb) <https://www.bbc.co.uk/programm...>
2. The Diary of a CEO – Interviews with founders and entrepreneurs etc by Stephen Bartlett
3. HBR IdeaCast – Leadership, strategy, and management – <https://hbr.org/podcasts>

MOOCS

<https://www.techtarget.com/searchhrsoftware/tip/A-list-of-the-most-popular-MOOCs-to-consider>