Get off to a ‘Flying Start’ in

Business Studies - A Level

Welcome to Flying Start with North Devon College!

We hope that you are excited to join us in September. We want to help you to focus on your skills for your course with us and so below you will find questions to consider, tasks to complete and some background research to undertake before enrolment.

Please read the instructions and have a go at the activities.

If you get stuck, please see the Frequently Asked Questions (FAQs) section at the end of this document for help.

A quick hello and introduction to the course

Welcome to a Flying Start in Business A level.

It doesn’t matter if you haven’t studied Business before - this course is ideal for anyone interested in understanding the world of business and the impact businesses have on our everyday lives.

This course is for students who enjoy discussing ideas, working with numbers and data, keeping up with current affairs, or thinking creatively about how businesses succeed. Whether you dream of running your own business, working in marketing, finance, law, management, or simply want a subject that links directly to the real world, Business opens up a wide range of future opportunities.

Watch an introduction to the subject here: Please watch this video recording.

We are excited that you are joining the college, and hope you enjoy the flying start activities. Get creative with them and really get excited about your new course.

Topics you will be studying in your first year of business:

Marketing and people	Managing business activities
Meeting customer needs	Raising finance
The market	Financial planning
Marketing and strategy	Managing finance
Managing people	Resource management
Entrepreneurs and leaders	External influences

To get you started…

Task 1 – Make a Glossary of key terms

You will be using a lot of technical vocabulary.

To help you get started look up and write the definitions for the following key terms:

Trade Credit	Grant	Niche Market	Mass Market
Franchise	Crowd Funding	Dynamic Market	Sole Trader
Peer to peer funding	Debt Factoring	Public Limited Company	Innovation
Assets	Liability	Collateral	Overdraft
Share Capital	Stock Market	Working Capital	Bankrupt

Task 2 – Markets are constantly changing with consumer tastes, trends and rapid technological advances. Markets that evolve rapidly with these changes are known as a dynamic market.

One of these markets is the market for music, and the ways we consume music.

Below is a case study on Spotify.

Read through the extract and answer the questions underneath the case study. This will help you gain skills on using application in your AS business lessons, which is one of the key assessment objectives. We will review the answers to these questions in class at the start of term. Don't worry if you think you haven't got the right answer, it's all about assessing and justifying your viewpoint with the evidence available.

The music subscription market in Europe and North America 2017

Habits of music consumers have changed, as they are streaming music now instead of downloading it. Consumers are increasingly listening to music at home, by using Amazon Echo or Google Home, rather than through smartphones or laptops.

Five music subscription services were launched between 2015 and 2017, but none of these made a profit. However, businesses such as Apple, Google and Amazon can afford to operate music services at a loss.

Product development is a feature of the market. Music acts such as Coldplay and Deadmau5 have already embraced virtual reality (VR) with immersive music videos, where viewers can be part of the video.

Spotify, the largest music streaming service by number of users in the US and Europe, was launched in 2008. Its latest strategy is to add short video clips to its playlists. The clips are aimed at tempting listeners to purchase Spotify's new subscription video service. This is crucial because its existing streaming service continues to make losses.

A typical music streaming business pays over 70% of its subscription revenue to record labels and publishers. Video streaming enables Spotify to gain additional revenue from advertising. In 2018, Spotify needed to make profits as it planned to be a public limited company, through a stock market flotation.

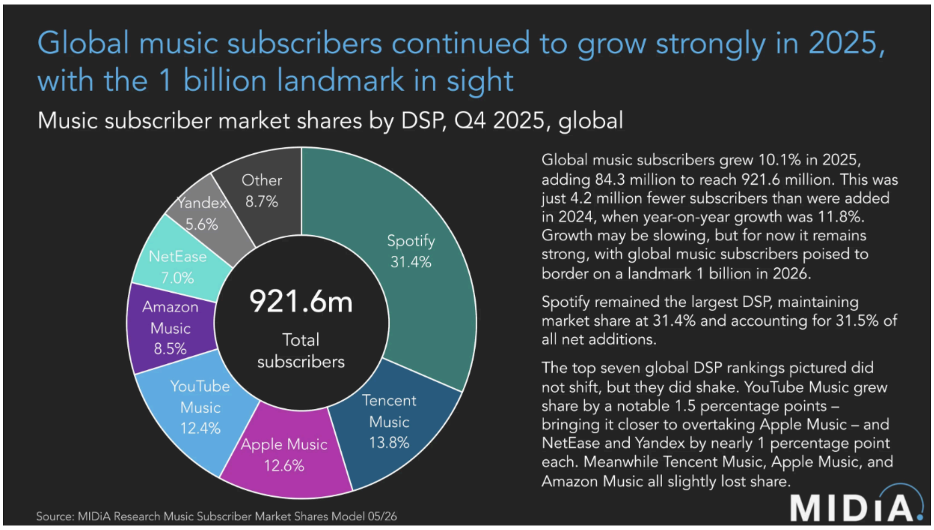
Spotify's rival, Apple Music, has taken a different approach to video streaming, signing artists such as U2 for millions of dollars to stream exclusively for its 27 million subscribers.

(Sources based on: © 2018 Billboard and © 2018 Mansueto Ventures, LLC)

1. What does Spotify sell? Is it a product or service?
2. What type of ownership do they have?
3. What is the size and scale of the business?
4. Who are their competitors? Are there many competitors?
5. What market information can you find? (What industry are they in? Is the market growing?)
6. Who are their customers?
7. What do you know about Spotify employees?

Task 3 - Watch the below to a film clip about the evolution of the music market (via link) and read more recent data on the market leaders:

[From Phonographs to Spotify: A Brief History of the Music Industry (youtube.com)]



Now try answering the following questions.

We will review the answers to these questions in class at the start of term. Don't worry if you think you haven't got the right answer, it's all about assessing and justifying your viewpoint with the evidence available.

1. Considering the various technological advancements in the music industry, which one do you think had the most significant impact, and why?
2. As a result of these advancements, what was the significance of the Sony Walkman to music?
3. How did Napster disrupt the Music industry?
4. Why do you think Streaming has become so popular, compared to buying physical copies?
5. In the context of Vinyl and CDs, explain the term "obsolete".
6. Why do you think there is still a market for Vinyl and CDs, despite the rise of streaming?
7. What technological advancements do you think could be used in the music industry in the future?

Task 4 – Maths Quiz

Follow the link below to watch a film clip from Dragon's Den.

https://youtu.be/NI7RuF7yY0Y

As Deborah Meaden is trying to explain to the entrepreneur, mathematics is an essential part of Business. Being able to use quantitative skills is an essential part of A level Business. The mathematics we use is GCSE level. To help you make a successful start to the course we have included some calculations below for you to try:

1. Balti Towers is a takeaway that also offer a delivery service. Last year, the business delivered 1,400 curries. This year, the owner estimates that they will deliver 1,512 curries. Calculate the estimated percentage increase in curry deliveries.

   Percentage change = (the difference between the two amounts / the original amount) x 100

2. Jimmy Chews is a sweet shop located in Devon. This year, the owner estimates that the business, which also sells soft drinks, will sell 3,360 cans of coca cola, 5% more than last year. Calculate how many cans of coca cola Jimmy Chews sold last year.
3. Bubblicious is a hot tub manufacturer located in Exeter. Their hot tubs retail for £4,500. The manufacturing cost per hot tub is 2/5 of the selling price. Calculate the cost of manufacturing one hot tub.
4. Plymouth Argyle Football Club can seat 42,000 spectators. Last week, when they played Exeter, there were 36,960 spectators. Calculate the percentage of empty seats.
5. Wooden it be Lovely is a small manufacturer of wooden children's toys in Babbacombe. Last week, the business produced 32,000 toys, of which 40% were checked for quality. Of the 40% checked, 1/5 had a defect. Calculate the percentage of wooden toys that were found to not have a defect.

For those who want a bit more…

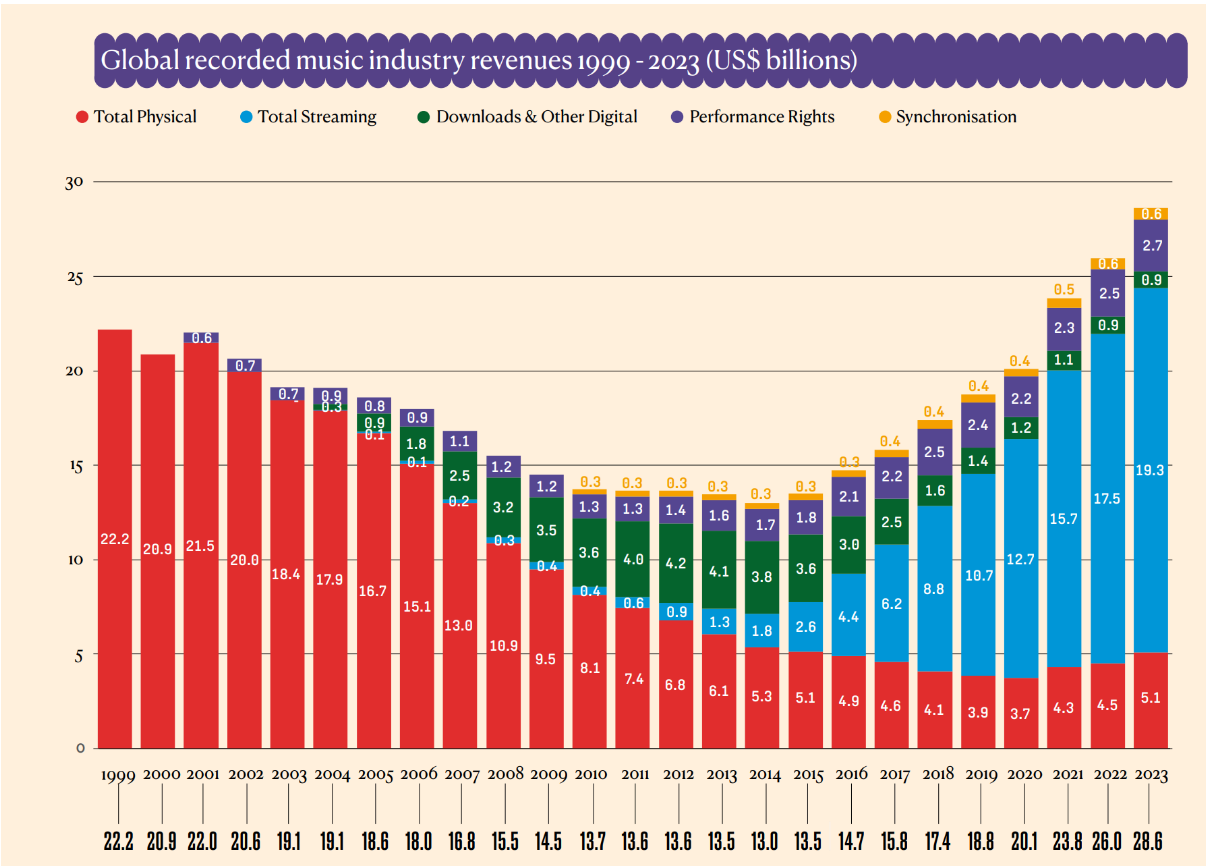
Task 5 – Extension Activity

Although this is an extension task, we recommend all students complete it.

1. When looking at physical music consumption, identify the sales revenue from the graph in 2015 to 2023? What is the trend? Why do you think this is?

2. When looking at streaming, identify the sales revenue from the graph in 2015 and 2005? What is the trend? Why do you think this is?

3. What do you think the impact of these trends might be on a music retail store such as HMV?



FLYINGSTART

Frequently Asked Questions (FAQs)

Q: Will this work be marked and when is it due?

A: This work will be used to help you in classroom discussions during your first classes with us in September. Just bring along your completed flying start work to your first timetabled sessions. Following the discussions your teachers will collect in the work.

Q: I am not sure if I have the answers right, what should I do?

A: Don't worry, just have a go at getting something down and bring it along to the lesson where we can talk it through. There is no need to get anxious about the tasks, we are not expecting you to know everything before you arrive but are interested in your ideas and what you have found easy or difficult as it helps us support you right from the beginning.

Q: Do I have to do it?

A: Flying Start is not compulsory; our students find it useful for getting them used to thinking about subjects at the next level. Early classroom sessions will also reflect on the Flying Start activities.

Q: What else can I do to prepare?

A: In A level Business you need to start developing a good understanding of the business world and start to learn to apply the course concepts in different contexts. To help you we suggest that you start reading a good quality newspaper, this could be online such as BBC Business News.

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