

## International A Level (IAL) Business Transition Pack

Welcome to the Business Studies Department! This transition pack is designed to prepare you for the step up to the Pearson Edexcel International Advanced Subsidiary (IAS) and International Advanced Level (IAL) Business course.

### Understanding Your Course Structure: IAS vs. IAL

It is critical to understand how this qualification is structured, as it differs significantly from traditional domestic A Levels:

**International Advanced Subsidiary (IAS) Business Studies:** This consists of Unit 1 and Unit 2. It can be taken as a standalone qualification or serve as the first half of your full A Level course. IAS contributes 50% of the total IAS mark and 25% of the overall IAL mark.

**International Advanced Level (IAL) Business Studies:** This represents the full, comprehensive qualification. It combines the two IAS units with IA2 (Unit 3 and Unit 4). Each of the four units carries an equal weight of 25% toward your final IAL grade.

### Unit and Assessment Overview

Qualification Level	Unit	Title & Content Overview	Assessment Format	Weighting
<b>IAS</b>	Unit 1	Marketing and People: Meeting customer needs, the market, marketing mix, managing people, entrepreneurs.	2-hour exam (80 marks). Short, extended, and a 20-mark essay.	25% of total IAL
<b>IAS</b>	Unit 2	Managing Business Activities: Business planning, raising finance, financial planning, resource management, external influences.	2-hour exam (80 marks). Short, extended, and a 20-mark essay.	25% of total IAL
<b>IA2</b>	Unit 3	Business Decisions and Strategy: Business objectives, growth, decision techniques, influences, competitiveness, managing change.	2-hour exam (80 marks). Short-answer and two 20-mark essays.	25% of total IAL
<b>IA2</b>	Unit 4	Global Business: Globalisation, global markets, expansion, global marketing, multinational corporations.	2-hour exam (80 marks). Short-answer and two 20-mark essays.	25% of total IAL

## Task 1: Marketing and People

### Concept Breakdown:

**The Marketing Mix (The 4 Ps):** Every business control four things to sell a product: *Product* (what it is), *Price* (what it costs for customers), *Place* (where it is sold), and *Promotion* (how people find out about it).

**Staff Motivation:** Businesses must keep workers happy so they work hard and do not quit.

### Your Tasks:

1. Choose a famous fast-food chain (e.g., McDonald's, Subway, or a local favorite). Briefly explain their 4 Ps :

**Product:** What is their core item or recent special item?

**Price:** Are they cheap and budget-friendly, or premium and expensive?

**Place:** Where do they sell? (High streets, drive-thrus, delivery apps?)

**Promotion:** How do they advertise to you? (Social media, billboards, app discounts?)

2. Imagine you are managing a team of retail workers. List one financial way (money) and one non-financial way (not money) you could use to motivate your team to work harder during a busy holiday sales rush.

## Task 2: Managing Business Activities

### Concept Breakdown:

**Fixed Costs:** Expenses a business pays that do not change no matter how much they sell (e.g., shop rent).

**Variable Costs:** Expenses that go up or down depending directly on how much they make or sell (e.g., ingredients or raw materials).

### Your Tasks:

**The Cost Sort:** A local coffee shop incurs the following expenses every month. Categorize them into either Fixed Costs or Variable Costs:

- Monthly café building rent
- Coffee beans and milk
- Cardboard takeaway cups
- Fire insurance policy fee

**The Conflict Matrix:** Complete the table below by filling in the missing boxes to see how business decisions clash with external forces:

<b>Business Action</b>	<b>Internal Benefit</b>	<b>External Clash / Problem</b>
Example: Replacing human cashiers with self-checkout screens.	Reduces monthly staff wage expenses.	Customers might find it frustrating; local community loses jobs.
Action A: Increasing the price of all items by 20% to cover rising bills.	Helps protect the business's profit.	<i>Fill this in...</i>
Action B: Switching to a cheaper, lower-quality supplier for materials.	<i>Fill this in...</i>	Customers might complain about poor quality; bad reviews.

### Task 3: Mini-Case Study Challenge

Read the short business scenario below.

**Scenario:** "Scoop & Smile" is a small, independent ice cream parlor. They want to expand by opening a second shop in a nearby coastal town. To do this, they need a £50,000 loan from the bank. However, the central bank has just raised interest rates, making loans more expensive. At the same time, a massive global shortage of vanilla and dairy has caused their ingredient prices to spike.

**Discuss the impact of these financial challenges on Scoop & Smile's expansion plans.**

How to answer:

1. One impact is... this is because (reason)... this means (for the business) ... this leads to (impact on the business) ... as a result (overall how is the business impacted?) ...
2. Another impact is... this is because (reason)... this means (for the business) ... this leads to (impact on the business) ... as a result (overall how is the business impacted?) ...

### Helpful Resources

**The Specification:** Look up the Pearson Edexcel IAL Business Specification to track your Unit 1 and 2 topics.

**Video Lessons:** Search YouTube for "Two Teachers Business" or "Tutor2u Business".

**Real World Context:** BBC Business Page. Seeing how real businesses cope with inflation or marketing shifts makes exam essays much easier to write.