

PEACH PARAGRAPHS

When answering paragraph questions use the PEACH mnemonic to help structure your answers:

PPOINT – Make your first point clear to the examiner

EFFECT – What is the effect that this point has on the business? What does it change in the business

APPLY – Use information from the question to apply your point to the business in the question. This could be to support your point or help in your decision making. You **MUST** apply your knowledge to the business mentioned in the question.

CONTEXT – Is your analysis affected by the context the business operates in? Think about the market the business operate in.

HOWEVER – It is important to consider the other side of the argument.

USEFUL WEBSITES

WWW.TUTOR2U.NET

WWW.BUSINESSCASESTUDIES.CO.UK

WWW.BBC.CO.UK/NEWS/BUSINESS

WWW.ECONOMIST.COM

WWW.GUARDIAN.CO.UK/BUSINESS

WWW.TELEGRAPH.CO.UK/MONEY

WWW.FREAKONOMICS.COM

PODCASTS

BBC Radio 4 – The World of Business

Freakonomics

The Economist

BUSINESS STUDIES A-LEVEL

WIDER READING AND STUDY SKILLS

EXAM BOARD: AQA

SUBJECT TEACHER: MR DYER

ENTRY REQUIREMENTS: GRADE 5 IN GCSE BUSINESS OR GRADE 5 IN GCSE ENGLISH LANGUAGE OR LITERATURE

ASSESSMENT: EXTERNAL EXAMS (3 PAPERS) IN JUNE

WIDER READING – THESE BOOKS ARE AVAILABLE TO BORROW FROM THE STUDY CENTRE



THE GOOGLE STORY - DAVID A. VISE – 9781509889211

The inside story of Google – one of the most remarkable internet successes of our time.



NO LOGO – NAOMI KLEIN - 9780007340774

An exploration into how the World's most famous brands and logos have evolved.



GOOD STRATEGY, BAD STRATEGY – RICHARD RUMELT - 9781781256176

An insight into good and bad business strategy across all sectors.

INDEPENDENT STUDY TIPS

- ENSURE THAT NOTES ARE COMPLETED FROM LESSONS
- READ THROUGH ANY HANDOUTS YOU HAVE BEEN GIVEN
- MATCH THE LESSON CONTENT TO THE SPECIFICATION
- USE WEBSITES SUCH AS TUTOR2U AND SENECA TO CONSOLIDATE LEARNING
- COMPLETE PAST PAPER EXAM QUESTIONS – USE EXAMINER REPORTS AND MARK SCHEMES TO BUILD MODEL ANSWERS

‘Great things in business are never done by one person. They’re done by a team of people.’

- Steve Jobs -