

**A-Level Business Guide**

**How is business taught at NFS?**

* + 5 lesson per week
  + Intuitively, graphically and mathematically
  + Reading case and statistical data
  + Problem solving to describe likely outcomes
  + Discussions to prescribe solutions

**What does 100% effort look like?**

* Be on time and engage – every lesson!
* Be equipped and organised!
* Meet deadlines!
* Read, read, read!
* Don’t worry about getting it wrong!
* Never give up!

**What does marking look like?**

* Lots of ‘green pen’ self-assessment in lessons and verbal feedback
* Extended writing and mock assessments are teacher marked, with students improving their work with ‘green pen’ amendments and notes

**What does homework look like?**

* Reading and watching video clips
* Practice questions
* Research

**What is on the learning syllabus and how are you assessed?**

* Business opportunities and functions (Structures, marketing, finance, HR)
* Business analysis and strategy (forecasting, data analysis, investment appraisal)
* Business in a changing world (external influences, global trade, risk management, EU)

**READ THIS STORY THEN ANSWER THE QUESTIONS AT THE END OF THE TEXT**

**Dyson vacuum cleaner**

James Dyson was vacuuming his house when he realized his top-of-the-line machine was losing suction

and getting clogged. An industrial designer by training, Dyson went to work re-engineering vacuum cleaner technology to fix this problem. But that wasn’t his only challenge. Fifteen years and more than 5000 prototypes later, he launched Dyson Limited to produce his design when no other manufacturer would take it on.

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| **Invention:** | Dyson vacuum cleaner |
| **Function:** | Cyclone technology uses 150 000 g’s of centrifugal force in the cyclones  to filter dust and remove dirt from the airflow efficiently. Because there is nothing to obstruct the airflow, the Dyson doesn’t clog and doesn’t lose suction. |
| **Patent:** | 1. 377 880 issued 1983 for vacuum cleaning appliances 2. 090 976 issued 1992 for Dual cyclonic vacuum cleaner |
| **Inventor:** | James Dyson |
| **Birth:** | 1947 in Norfolk, Great Britain |
| **Nationality:** | British |
| **Milestones:** | |
| **1974** | Strikes out on his own to develop the Ballbarrow. Designs a water-filled plastic garden roller. |
| **1977** | The Ballbarrow wins the Building Design Innovation Award. |
| **1978** | James invents the Trolleyball – a boat launcher with ball wheels. |
| **1978** | James stumbles across the idea of a bagless cleaner while renovating his country house. |
| **1979** | Spends five years developing the cleaner, and builds 5127 prototypes of the Dual Cyclone™. |
| **1981** | Files U.S. Patent application. |
| **1982** | James Dyson spends two years trawling, looking for someone to license the product. |
| **1983** | Dyson produces his first prototype vacuum cleaner, a pink machine called the G-Force. |
| **1985** | Dyson takes his product to Japan where he begins to work with a company that imports Filofax. |
| **1986** | The Japanese start to sell the G-Force. |
| **1995** | The Dyson DC01 becomes the best-selling vacuum cleaner in the UK. |
| **1995** | The Dyson Dual Cyclone™ DC02 is launched, and becomes the second highest seller. |
| **1996** | Launches DC02 Absolute, the first with both HEPA filtration and a bacteria- killing screen. |
| **1997** | James Dyson’s autobiography ‘Against the Odds’ is published. |
| **2001** | New Root8Cyclone technology is the most powerful upright vacuum cleaner on the market. |
| **2002** | Dyson brings Western Europe’s top-selling vacuums to the United States. |
| **2005** | The Dyson DC15 (The Ball™) replaces conventional wheels with a ball. |

**The Story**:

You know the feeling when some everyday product lets you down. You wish someone could solve the problem. James Dyson does that. He is a man who likes to make things work better. With his research team he has developed products that have achieved sales of over $10 billion worldwide.

In 1978, while vacuuming his home, James Dyson realized his bag vacuum cleaner was constantly losing suction power. He noticed how dust quickly clogged the pores of the bag and blocked the airflow, so that suction dropped rapidly. He set to work to solve this problem. Five years and 5127 prototypes later, the world’s first cyclonic bagless vacuum cleaner arrived.

James Dyson offered his invention to major manufacturers. One by one they turned him down, apparently not interested in new technology. They seemed determined to continue selling bags, worth $500 million every year. Later, Hoover’s vice president for Europe, Mike Rutter, said on U.K. national TV, “I do regret that Hoover as a company did not take the product technology off Dyson; it would have lain on the shelf and not been used.”

***Question for you to answer***

HANDWRITTEN OR TYPED ON WORD AND BRING TO YOUR FIRST BUSINESS LESSON TO DISCUSS

1. James Dyson is an entrepreneur (someone that starts and runs a business) Using examples from the case study and your own research, describe ways that James Dyson demonstrates the following characteristics:

* Risk taker
* Proactive
* Creative and innovative
* Hard working
* Determined

1. To what extent do you agree with the following statement: ‘Business success is down to having a good idea.’ (200 words max)