

Business Studies A-Level

SUMMER TRANSITION PACK

Welcome to A- Level Business!

Whether you have studied Business before or you are taking the subject for the very first time, we are really looking forward to teaching you in September. The world of business affects us all - whether you are looking to become a successful entrepreneur, or work in a business within an industry of your choice. This A Level looks at the dynamic environment through the eyes of all stakeholders and covers various topics throughout such as Finance, Marketing, Operations and Strategy. In preparation for your A Level course, we have prepared these summer tasks for you to complete. The aim is to give you an introduction into the world of business and to get you thinking about the dynamic environment businesses operate in.

If you would like to have a look at the **specification** for your course it can be found here - this will give you a really good overview of exactly what we will be exploring over the next 2 years:

Eduqas A Level Business - https://www.edugas.co.uk/qualifications/business-as-a-level/#tab_overview

At the end of this workbook is a section which will give you ideas of how you can engage with the business world through the news, social media, podcasts and film. If you are able to access any of these it is a great way of starting to get to know your subject - it is highly recommended you continue taking an interest in the real world as these examples will be paramount to your learning and applying theory to real life!

We look forward to reading all of your incredible efforts, but if there are any problems please email either Mrs Burford or Mrs Khaira for support.

Take care and keep safe, we look forward to seeing you soon!

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Research Task



How Businesses are Created

Choose **one business** and investigate how it has responded to a major challenge or opportunity in recent years.

Possible businesses:

- Apple
- Netflix
- Tesla
- Starbucks
- Primark
- A business of your own choice

Research Questions

1. What products or services does the business provide?
2. What challenge or opportunity did it face when starting up?
3. Why do you believe this business became a success? Provide evidence to support.
4. What setbacks has the business encountered over the years?
5. What lessons can other businesses learn?

When answering these questions, try to actively develop your points by using key terminology and connectives.



Extended Application Task

Becoming the Entrepreneur

Imagine you have £20,000 to start a business in your local area. Develop a business proposal that answers the following:

Section 1: The Business Idea

- What product or service will you offer?
- What customer need does it satisfy?

Section 2: Market Research

- Who are your target customers?
- Who are your competitors?
- Why would customers choose your business?

Section 3: Marketing

Explain:

- Product
- Price
- Promotion
- Place

Section 4: Finance

Estimate:

- Start-up costs
- Expected revenue
- Expected costs
- Predicted profit

Section 5: Evaluation

Discuss:

- Risks

- Opportunities
- How the business could grow

Extended Task & Wider Reading



Business in the News

Over the summer, select three business news stories that interest you.

The stories could relate to:

- Marketing campaigns
- New product launches
- Business growth
- Ethical issues
- Technology and AI
- Entrepreneurship
- Globalisation
- Sustainability

For each story, complete the following:

Question	Response
What happened?	
Which business was involved?	
Why is it important?	
Which business concept does it link to?	



Pre-Reading

(Please note, this is optional - however, like with anything, the more you read the better prepared you will be to start your A Level studies!)

It is really easy to access the business world as a student. This is really important for when you start studying Business Studies as you will have lots of examples you can talk about in your work. Examiners really like to see examples in your answers and award more marks as this shows 'application' of theory to the business world.

So, to follow are some examples of where you can access information to add to your knowledge. It would be very helpful if you did look at some of these before September.

News

Reading/watching the news is very important! This is where we can find out what is happening in the business world. Here are some links below which you can access:

<https://www.bbc.co.uk/news/business>

<https://www.itv.com/news/business/>

<https://news.sky.com/business>

The business section of any newspaper

Social Media

Instagram – most businesses both small and large have Instagram accounts. This is a great way of finding out what marketing a business does. Choose your favourite and follow them

X– lots of famous entrepreneurs are very active on X. Some good ones to follow are: Peter Jones, Alan Sugar, Duncan Bannatyne, Michelle Mone, Deborah Meaden or Karren Brady

Films

- The Founder – DVD – Amazon prime video or Netflix – Franchising
- Deepwater Horizon – DVD - Amazon prime video – Ethical issues

- Trump – What's the deal – Amazon prime video
- The Internship – Amazon Prime video
- The Social Network – Netflix (Age 15)
- The Great Hack – Netflix (Age 15)

Documentaries

- The Nine to Five with Stacey Dooley - BBC iPlayer
- Tricky Business - <https://www.channel4.com/programmes/tricky-business> (4OD)
- Beauty Laid Bare - BBC iPlayer
- The True Cost - Netflix
- Broken – Episode on IKEA - Netflix
- Inside Cadbury chocolate secrets unwrapped - <https://www.youtube.com/watch?v=BB3JJuMNUeK>
- Food unwrapped - Channel 4 on demand
- Inside the supermarket - <https://www.youtube.com/watch?v=qwucutFTsQ>
- Panorama Amazon: what they know about us – iPlayer
- BBC Panorama Amazon The Truth Behind the Click – <https://www.youtube.com/watch?v=JwrUYS9UTeU>
- Pepsi vs Coke – Amazon prime video
- Starbuck unfiltered – Amazon prime video
- Facebook – Cracking the code – Amazon prime video
- Data centre the true cost of the internet – Amazon prime video
- Learn From The Experts - Jeff Bezos, Amazon Founder – Amazon prime video
- Learn From The Experts - Elon Musk, Tesla and SpaceX – Amazon prime video
- American Factory – Netflix
- Inside the Factory – BBC iPlayer

Books

- Anyone can do it – Duncan Bannatyne
- The Rise And Fall Of Marks & Spencer: ..and How It Rose Again – Judi Bevan
- What You See Is What You Get: My Autobiography by Alan Sugar
- Management in Ten Words by Terry Leahy
- Screw it lets do it – Richard Branson - <https://www.youtube.com/watch?v=h9FkeyvdA2M>
- The Virgin Way – Richard Branson
- Audio Book FREE - <https://www.youtube.com/watch?v=5wz40rdz7i4>
- The New One Minute Manager – Blanchard & Johnson
- Audio Book FREE - <https://www.youtube.com/watch?v=ar4lrwXM4ao>
- Wake Up and Change Your Life by Duncan Bannatyne