



The BrBridge to Post-16 Summer Work



A level Business Edexcel

This pack contains a programme of activities and resources to prepare you to embark on your Post-16 course in Business in September.

It should be completed throughout the remainder of the Summer term and over the Summer Holidays to ensure you are ready to start your course in September.

You MUST have this pack completed before your first lesson in the subject

The resources include:

1. Links to three websites where you can research the topics you will be exploring in the course and get a flavour of what you will be learning about in Post-16
2. Research task on key pre-knowledge topics that will help you to be successful in your course.
3. Other relevant revision/questions to help bridge between GCSE and Post-16 courses
4. Suggested therapies to help you if you are struggling with the tasks

Overall we suggest you spend around 3 hours of total work working through the tasks for Business.

Therefore in total, across your 3 subjects you should be completing 9 hours of Summer Work.

Useful Websites

A level Business specific:

<https://www.tutor2u.net/business>

[Pearson Edexcel A Level Business: Specification](#)

Up to date business news sites:

[Business - BBC News](#)

[Financial Times \(ft.com\)](#)

[Latest financial, market & economic news and analysis | Business | The Guardian](#)

Research Task

Choose a business with which you are familiar/ have an interest in. Before you decide make sure it has plenty of links on the internet and a lot of information available about it, I would therefore not recommend going for something small/local.

Research the business and create a fact file (see below for more details on what I mean by this) which describes the business and identifies the market opportunities it offers in the next few years.

This report should include:

- The Name, brief history of and a description of the main purposes of the business
- Description of the key brands – locations; the type of people the business is aimed at.
- Key statistics especially finances
- The mission and main aims of the business.
- Two market opportunities it could exploit in the future – this means find out what the business could do to be successful in the future.

Your work should be in your own words, not copied and pasted. You should organise and present your work so that it makes an excellent impression.

NB: Fact file

This means you can present the work as you wish, be creative and show me what you can do as you have the time to invest in the task. It does not have to be computer based, it can be done on paper. Just think about making an excellent impression.

Other Tasks

In order to prepare for the start of your A level Business course I would like you to do the following:

1. Pick an entrepreneur – one who interests or inspires you
2. Read about them – not just on Wikipedia (not always the most reliable source)
3. Compile some key information on them for example (not the total list – I am expecting you to use initiative here)
 - a. Education history
 - b. Leadership style
 - c. Greatest achievements
 - d. Skills and qualities
 - e. Worth?
4. Present this in a way in which shows initiative and skill – you might send me a podcast, you might do a PowerPoint, you might write it as a newspaper article.

Suggestions if you are struggling

Business which we often refer to in the course are:

- Ikea
- Coca Cola
- John Lewis
- Amazon
- Tesco
- Aldi

Entrepreneurs which we often refer to in the course are:

- Elon Musk
- Richard Branson
- Jeff Bezos
- Michelle Obama
- Steve Jobs
- Sharon White