



## **Summer Bridging Work**

### **Year 11 to Year 12 – Business Studies**

#### **EXAM BOARD SPECIFICATION**

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

#### **Introduction to Edexcel A-Level Business**

This free online course provides all new Edexcel A-Level Business students with a useful introduction to the structure of the course, assessment skills and how students are assessed:

[Introduction to Edexcel A-Level Business Getting Started | tutor2u](#)

#### **SUMMER TASK**

##### **Course outline**

##### **Courses Videos**

Work your way through these four short videos to discover the key things you need to know as you start your Edexcel A-Level Business course.

- How Edexcel A-Level Business is Structured
- Introduction to Assessment
- What the Examiners are Looking for - Assessment Objectives
- Introduction to Quantitative Skills and Numerical Concepts

This course is free and you get full and unlimited access to the course content and features.

##### **What's included?**

- 1-2 hours learning time
- 10 videos, interactive resources and activities
- Designed and delivered by highly experienced presenters
- Track your progress
- Device-friendly learning platform

The link below takes you to a video that highlights some of the topics that are covered by A Level Business students. Rather than list course topics the video explains the course in terms of a series of questions.

[Subject Promotion Video | Welcome to A-Level Business | Reference Library | Business | tutor2u](#)

## **DOCUMENTARIES**

### **Brick By Brick: Inside Lego**

This short (20 minute) documentary focuses on the recent business turnaround of the iconic toy company Lego. The Denmark-based toy maker was in trouble in the early 2000s. It had overextended, lost its identity, and was bleeding money. New CEO Jørgen Vig Knudstorp's strategy refocused the company on its core business, and Lego rebounded to become the world's fastest-growing toy company.

### **Dog Days**

An unemployed entrepreneur and a veteran hotdog vendor take a joint leap of faith to keep the American Dream afloat amidst a sinking economy.

Plunging into the colorful, micro-entrepreneurial underworld of street vending in the nation's capital, DOG DAYS follows two unlikely business partners as they challenge the status quo by offering Washingtonians a gourmet alternative to the ubiquitous hot dog.

### **FREAKONOMICS**

The film version of the bestselling book about incentives-based thinking by Steven Levitt and Stephen Dubner. Like the book, the film examines human behavior with provocative and sometimes hilarious case studies, bringing together a dream team of filmmakers responsible for some of the most acclaimed and entertaining documentaries in recent years: Academy Award® winner Alex Gibney (Enron: The Smartest Guys in the Room, Casino Jack and the United States of Money), Academy Award® nominees Rachel Grady and Heidi Ewing (Jesus Camp), Academy Award® nominee Morgan Spurlock (Super Size Me), Eugene Jarecki (Why We Fight) and Seth Gordon (The King of Kong).

### **Generation Startup**

The GENERATION STARTUP documentary takes viewers to the front lines of entrepreneurship in America, capturing the struggles and triumphs of six recent college graduates who put everything on the line to build startups in Detroit. Shot over 17 months, it's an honest, in-the-trenches look at what it takes to launch a startup. Directed by Academy Award winner Cynthia Wade and award-winning filmmaker Cheryl Miller Houser, the film celebrates risk-taking, urban revitalization, and diversity while delivering a vital call-to-action—with entrepreneurship at a record low, the country's economic future is at stake.

### **Silicon Valley – American Experience**

In 1957, decades before Steve Jobs dreamed up Apple or Mark Zuckerberg created Facebook, a group of eight brilliant young men defected from the Shockley Semiconductor Company in order to start their own transistor business. Their leader was 29-year-old Robert Noyce, a physicist with a brilliant mind and the affability of a born salesman who would co-invent the microchip – an essential component of nearly all modern electronics today, including computers, motor vehicles, cell phones and household appliances. An eye-opening look at the birthplace of the modern technological era told by the people who shaped it, Silicon Valley is a fascinating reminder of how Robert Noyce and his team of trailblazers led the way in transforming California's Santa Clara Valley into a worldwide hub of industry and innovation, and laid the bedrock for modern technology.

## **FILMS**

### **Wall Street**

This has to be right at the top if you talk about must-watch movies for business students. The movie digs into everything a business hides behind the scenes. As a thrilling journey into Gordon Gekko's life, it shows exactly how people barter their morals to become filthy rich and make it big on Wall Street, with principles like, "Money is everything," and "Greed is good." Take those lessons with a grain of salt!

### **The Insider**

Al Pacino and Russell Crowe share the screen in this movie, which is reason enough to watch it, but it's also a must-watch to know what ethics and integrity in business really mean. It's a story of a man who is faced with an ugly choice of doing the right thing and risking his life, or keeping his mouth shut.

### **Smartest guys in the room**

ENRON goes down in history as one of the world's biggest business frauds, and you, as a business student, definitely want to know what actually happened and what mess was created. Get real life business lessons and learn the difference between doing things right and doing the right things! The Smartest Guys in the Room by Bethany McLean and Peter Elkind, shows how the top executives managed to manipulate securities trading, bluff the balance sheets and deceive investors.

This is one of the best business movies that details one of the greatest business scandals in America's history, where several executives gained billions of dollars but their investors and employees lost is all.

### **The Founder**

The business lesson that this movie teaches is how important it is to develop a simple, repeatable processes to build an efficient and successful business. In the movie, it showed how the McDonald brothers developed a system that allowed their staff to prepare a hamburger within minutes of ordering. Many small businesses fail within their first years, because **entrepreneurs overwork themselves** believing that working harder is the key. Instead, the key to being a successful entrepreneurship is to work smarter not harder.

*Jonathan Sanchez, Co-Founder of ParentPortfolio*

### **Boiler Room**

This movie is an old favourite and one of the best business movies to date. The storyline teaches you about the importance of creating a new belief system and culture for new employees. Focusing first on the success of your people and making them believe that your system works. Moreover, it accentuates the importance of your mindset and attracting your desired reality into existence. Overall this is one of the best and most inspiring business movies that will make you feel empowered.

*Atanas Georgiev, Co-Founder of Enterprise League*