



A Level Business Summer Intro Tasks





1. Exam board specification to browse: Edexcel

<https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694-gce2015-a-bus-web.pdf>

2. Books for wider reading

- 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 - Alan Sugar
- Management in ten words - Terry Leahy
- The Virgin Way – Richard Branson

Audio Book (free) - <https://www.youtube.com/watch?v=ar4lrwXM4ao>

- Wake Up and Change Your Life by Duncan Bannatyne
https://www.youtube.com/watch?v=zqLVkMeJwE4&list=PLosYlgqowJvECmirOpdII_Ynw5Lb4M-Tf&index=10&t=0s
- Elon Musk: How the Billionaire CEO of SpaceX and Tesla is Shaping Our Future, by Ashlee Vance
- The Diary of a CEO: The 33 Laws of Business and Life by Steven Bartlett

3. Films

- The Founder – Dvd – **Amazon prime video or Netflix** – Franchising
- Deep Water Horizon – DVD - **Amazon prime video** – Ethical issues
- Trump – What’s the deal – **Amazon prime video**
- The Internship – **Amazon Prime video**
- The Social Network – **Netflix**
- The Big Short – **Netflix**
- The Great Hack – **Netflix**
- Enron: the smartest guys in the room – **Amazon Prime** and lots of analysis on YouTube



4. Topical business news links

Get the BBC and the Guardian news apps and check the Business headlines every day, try and read 2-3 good articles a week.

- BBC Business News - <https://www.bbc.co.uk/news/business>
- Sky News - <https://news.sky.com/business>
- The Guardian - <https://www.theguardian.com/uk/business>
- Financial Times - <https://www.ft.com/>
- Market Watch - <https://www.marketwatch.com/>
- Bloomberg - <https://www.bloomberg.com/uk>
- Forbes - <https://www.forbes.com/business/>
- Business Insider - <https://www.businessinsider.com/>
- Fortune - <https://fortune.com/>
- The Economist
- On Social Media – Youtube, TikTok, X, Instagram etc – Follow Tutor2u Business, TwoTeachers, Business As Usual, Taking the Biz, Revision Station

5. Podcasts

The Diary of a CEO

<https://stevenbartlett.com/doac>

TED Business

https://www.ted.com/podcasts/ted_business

Founders

<https://www.founderspodcast.com/>



Task 1

Choose a business of your own choice, e.g. it could be a Food manufacturer or a Distribution company or a Clothing retailer or a Pharmaceutical company?? YOU DECIDE

Research the business of your own choice and make notes in the following categories, you may wish to report your findings in your own format e.g. mind map or poster or report.

Name of Business _____

| | | Notes |
|-------------------------------|--|-------|
| Size and Sector | What is the size of revenue? Size of profit? Is it a manufacturer?? Provides a service?? Distributor? Retailer? | |
| Product / Service description | What is the product or service? Do they provide just one or many? Are they high quality or low? High price, mid-range or low? | |
| Competitive Environment | e.g. Number of competitors and how do they compete? E.g. price? Quality? Range of different products? | |
| Ownership and Objectives | What type of legal status/ownership does the business have? E.g. Plc? Ltd? Partnership? Sole trader? | |
| Resources | How many resources does the business have? E.g. financial, staff? Machinery/equipment? | |

| | | |
|-----------------------------|---|--|
| External Environment | <p>How are the following factors impacting on the business....</p> <p>Changes in laws/legislation? What areas of legislation impact on your business?</p> <p>Changes in the economy</p> <p>e.g. more people out of work – how does this affect the business?</p> <p>Changes in technology – is there a faster rate of change in this market?</p> <p>Are society's preferences for their products and services changing frequently or not often?</p> | |
| Teacher comments | | |