

**A Level**  
**Business Studies**

**Year 11 into 12**  
**Transition Tasks**



**Name.....**

# A Level Business

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Year 11 -----> A Level

‘A great accomplishment should not be the end of the road, just the starting point for the next leap forward’

Harvey Mackay, Businessman

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The purpose of the booklet is to **support your transition** into Business A Level. Without doubt the more **YOU** take ownership and look beyond the text book, the more success you will find with the course and concepts.

Remember Year 12 requires adjustment of perspective, approach and sustained positive attitude. Success may not happen immediately but focus on the change and requirements asked of you. They are here to support and guide, you have to own it, you own your success.

**You should bring your completed work to your first Business Studies lesson in September.**

## Task 1

**The basics:** Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take Brexit for example, do you view that as a positive or a negative?

There will be some key terms you should know from your GCSE course, however, if you are new to Business or have enjoyed a busy summer, these are the terms you should be familiar with. **Spend some time to find them out and create a document with them prepared.**

Use: [www.tutor2u.com](http://www.tutor2u.com) to help

Easy Key Term	Challenging Terms
Revenue (define, formula)	Inflation
Profit (define, formula)	Interest rates
Variable costs (define, formula)	Porters Five Forces
Contribution per unit (formula)	Boston Matrix
Break even (define, formula)	Ansoff Matrix
LTD	Labour turnover (define, formula)
PLC	Capacity utilisation (define, formula)
Unlimited liability	ROCE (define, formula)
Limited liability	Current Ratio (define, formula)
Exchange rate	Trading Bloc
Profit margin	

That should have given you plenty to think about. These terms will be integral in your understanding of business.

## Task 2 - The companies you really should know!

It is impossible to know what companies will be examined in your assessments. However, some of the big multinationals will provide you with enough evidence to cover all the aspects of business in your course. Become familiar with these companies, they will help you contextualise your answers.

*Your first Summer challenge is to find out the 'ownership' types of these companies listed below*



## **Choose 1 of the businesses from the previous activity.**

### **DESCRIBE & EXPLAIN HOW THE BUSINESS OPERATES**

You should include information on the following areas:

- a. How the business was started and a brief history.
- b. The markets the business trades in and its competitors.
- c. The businesses product or service range and the types of customer that the business targets.
- d. The ownership of the business and the advantages and disadvantages of this type of business.
- e. How the business is organised and managed.
- f. The types of technology and machinery used, together with an explanation of how they benefit the business.
- g. An explanation of the types of advertising and promotion that the business uses.

### **How is the business doing?**

You could use both financial and non-financial data

- a. Analyse the changes in the business over the past 5 years
- b. Discuss how these changes have impacted on the products/services that they supply
- c. Comment on what steps the business should make to improve their chances of success in the future

### **How the work should be presented**

Your work should be in report format using main headings and sub-titles. You should use Word to complete this, although it is acceptable to produce hand written work. Any financial data, images or diagrams used will help illustrate your points.

What happens outside of the business can impact its progress:

Watch the news over the next week, choose 2 news stories that may/can affect a business.

- a) Write a summary of the news story
- b) Explain how the story could affect the business you have researched.

### **Task 3 - Wider Reading**

Choose **2 articles** from the list below, they have strong links and themes to the first unit of study but also focus on Business as a holistic topic. Once you have completed your reading of each, summarise the key points in a bullet point format. You should complete the template for each article.

1. **Mission and objectives:**

<http://smallbusiness.chron.com/purpose-mission-vision-statements-strategic-planning-13161.html>

2. **Objectives of entrepreneurs:**

<https://www.tutor2u.net/business/reference/starting-a-business-objectives-of-an-entrepreneur>

3. **Bank of England interest rates:**

<https://www.theguardian.com/business/2017/jul/04/bank-of-england-michael-saunders-interest-rates-mpc-brexit>

4. **Inflation and businesses:**

<http://www.telegraph.co.uk/business/sme-home/low-inflation-business/>

5. **Maximising profit, why?**

<https://www.theguardian.com/sustainable-business/maximising-shareholder-profits-rules-us-businesses>

6. **Beyond profit:**

<https://www.ft.com/content/b22933e0-b618-11e5-b147-e5e5bba42e51>

7. **Understanding the impact of a recession:**

<http://www.economicshelp.org/blog/5618/economics/negative-impact-of-economic-recession/>

8. **Revenues high but profits fall:**

<http://www.bbc.com/news/business-36034403>

9. **Revenue up but key product sales fall:**

<https://www.theguardian.com/technology/2017/may/02/apple-iphone-drop-again-2017-quarterly-earnings>

10. **The world's richest person, briefly...:**

<https://www.theguardian.com/business/2017/jul/27/amazon-founder-jeff-bezos-worlds-richest-man-bill-gates>