

Business A'Level Bridging work Summer 2023

Task 1

Use the following Quizlet sets to revise all GCSE Business terminology, then complete the RAG rating grid to rate your understanding.

(R = Lots of work needed, A = Some improvement needed, G = Confident)

Formulae: https://quizlet.com/_6gn8pm?x=1jqt&i=cndpb

Unit 1 – Business in the Real World: https://quizlet.com/_3zg95l?x=1jqt&i=cndpb

Unit 2 – Influences on Business: https://quizlet.com/_4fbtg6?x=1jqt&i=cndpb

Unit 3 – Business Operations: https://quizlet.com/_511tnq?x=1jqt&i=cndpb

Unit 4 – Human Resources: https://quizlet.com/_4r7hwh?x=1jqt&i=cndpb

Unit 5 – Marketing: https://quizlet.com/_511uti?x=1jqt&i=cndpb

Unit 6 – Finance: https://quizlet.com/_51canx?x=1jqt&i=cndpb

	RAG
Formulae	
Unit 1	
Unit 2	
Unit 3	
Unit 4	
Unit 5	
Unit 6	

Task 2

Using your revision/knowledge acquired in Task 1, produce a short PowerPoint presentation OR leaflet (no more than 5 slides/2 sides A4) as an “idiot’s guide” to Business for someone who has never studied Business before.

You should include:

- Some of the key terminology required to have a basic understanding of the subject
- An explanation of why businesses exist, and what they might aim to do
- Some of the main factors that might impact on and influence business decisions
- Some of the key groups of people who influence businesses and their decisions
- Some example businesses and their products/services to help illustrate your points

Task 3

Research 3 entrepreneurs of your choice e.g. Jeff Bezos, Bill Gates, Elon Musk, Michelle Mone. Find out the following and present the information appropriately:

1. What have they done?
2. Why are they an entrepreneur?
3. How did they do it?
4. What is their net worth?
5. Anything else you think is interesting about them

Extension Tasks

Register with the Duke of York Inspiring digital enterprise award. This is a great way to attain an additional qualification online	Watch Channel 4 series 'The Job Interview' available on Channel 4 on demand	Create a fact sheet on how 4 different businesses have responded to the Covid -19 outbreak. Businesses face risks all the time and need to adapt to them.
Read an autobiography of an entrepreneur that interests you.	Collect some chocolate bar wrappers and create poster to explain how each target different segments	Watch an episode of food unwrapped and summarize the production and quality methods they use.
Watch the movie 'The Founder' all about the Mcdonalds franchise	Watch the movie 'Deep water horizon' and create a factsheet which summarizes the key ethical issues that the movie discusses.	Research the stock market, how it works, track how prices changes and present this information in a poster
Watch any of the Inside series on Channel 4 on demand(e.g Inside Rolls Royce, Inside Aldi etc)	https://www.open.edu/openlearn/free-courses/full-catalogue Lots of free courses for business Have a look and choose something that interests you related to business e.g. The business of football, different types of business, retail marketing, creating an ethical organisation.	