

11 to 12 Transition Work - Business Studies

Welcome to A-level Business. We are delighted that you are considering A-level

Business as an option in Year 12. To demonstrate your commitment to the course and to prepare you for September, you must complete the following tasks to the best of your ability. These tasks are compulsory and must be completed prior to your first Business lesson in Year 12.

We expect you spend at least 3 hours completing the tasks outlined in this pack.

The activities have been designed to help you begin to develop some of the key skills you will need for A-level Business.

Everything in life involves Business. Think about that new top you bought last week and then think of what businesses made it possible for you to be wearing it right now? The obvious ones are the SHOP you bought it from or the FACTORY that made it, but what about the cotton grower, the label maker, the delivery company, the bank that loaned them the finances, etc. Thinking about all the processes involved and the people helps you to understand what studying Business is all about. Business is a major part of everyone's life and

impacts us daily:

- the education and health care we receive
- the food that we consume
- the clothes that we wear
- how and where we spend our leisure time
- the transport we use
- the technology we have to communicate
- the jobs we get and the skills we develop

The study of Business will equip you with transferable life skills and an immediate advantage in understanding how businesses work, from reviewing the economy, finance, marketing, human resources, ethics, production, management and much more.

Task 1: What is Business?

Read the following ten statements and write down your own answers to them.

Try to explain why you have given the answer you have. You can use your own knowledge, personal opinions or experiences to help support your answers.

1. What is the difference between the private sector and the public sector?

2. What is the difference between cash and profit, and why is cash so important to a business?

11 to 12 Transition Work - Business Studies

3. Why is important for businesses to set themselves objectives?

4. Where do businesses get their finance from to set up and operate?

5. Why are more businesses operating online?

6. What qualities and skills make a good leader?

7. How does technology make a business's operations more efficient? Explain your point.

--

11 to 12 Transition Work - Business Studies

8. Why are staff so important to a business?

9. How can businesses find out about the needs and wants of their customers?

10. Why can a company like McDonalds promote itself using different techniques than Cinebowl?

Task 2: Understanding the impact of the external environment

Every business needs to understand what is going on around it and identify the factors that can affect how it operates, and whether it succeeds or fails. They will conduct a 'PESTLE' analysis as this helps them to develop strategies to react to these external factors. PESTLE stands for:

11 to 12 Transition Work - Business Studies



ST RICHARD REYNOLDS
SIXTH FORM



11 to 12 Transition Work - Business Studies



ST RICHARD REYNOLDS
SIXTH FORM

4. Do they operate locally, nationally or internationally? Explain your point.

5. Using the points you highlighted in your PESTLE analysis, how will your business and the way it operates be affected?

Point	Impact
Political	
Economic	
Social	
Technological	
Legal	
Environmental	

Task 3: Preparing to Evaluate...

A key skill that you need to develop as a successful Business student is the ability to **EVALUATE**.

You will need to weigh up the strengths and weaknesses of something and be able to make judgements and decisions about what should or shouldn't be done to achieve a business's objectives in the short and long term.

11 to 12 Transition Work - Business Studies



ST RICHARD REYNOLDS
SIXTH FORM



Click onto the following link and watch the video clip

www.youtube.com/watch?v=Pizz1f18XQ

Innocent Smoothies Success

Inside and behind the scenes at innocent drinks

1. What does the term 'entrepreneur' mean and who founded Innocent?

2. What evidence is there from the video that makes Innocent a great company to work for?

3. How long is Innocent's induction training and what does it involve?

4. Why are 'freedom' and 'communication' so important to Innocent's success?

--

11 to 12 Transition Work - Business Studies



ST RICHARD REYNOLDS
SIXTH FORM

5. What do you think are the main reasons for Innocent's success? Explain your answer.

Getting creative

Innovation is an essential part of a business's success. New product development will enable a business like Innocent to meet changing customer needs and tastes, so now it's time to get your thinking cap on. Use the space below to design a potential NEW idea for Innocent. It could be a new flavour smoothie or meal, or something completely different. Be sure to label your design/ingredients!

--