

# A-Level Business transition

## A Level Business transition work booklet

Welcome to the world of Business. You have a range of activities to complete over the summer so you are prepared for the start of your new A-Level course



**Overall you will need to submit the following evidence from the tasks in this booklet for the first business lesson**

- a) **Task A** Two cases studies about two different entrepreneurs. This needs to be written up in A4 paper
- b) **Task B** Research two different companies and fill in the information in this booklet
- c) **Task C** Read a business story and complete on A4 paper
- d) **Task D** Complete the super curriculum activity in this booklet

Attempt and answer all questions. If you are struggling, or uncertain if your answer is right or wrong, please have a go

You are required to purchase the following items which **each and every lesson**

- 1) A thick ring binder folder where all notes are to be organized. It must contain **plastic pockets and dividers** to separate your work

### Recommended Textbook

The recommended textbook is AQA Business for A Level (Marcousé) Paperback. This is expensive however current second hand prices range from £12.00 on Amazon

**Name** \_\_\_\_\_

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## Entrepreneurs

You will need to complete **two case studies** on two different entrepreneurs.

You must **answer all questions in paragraph format**.

You can choose to interview an entrepreneur who is family / a friend or from the list below



Mark Zuckerberg

Angela Ahrendts

Karren Brady

Richard Branson

James Dyson

Indra Nooyi

Elon Musk

Bill Gates

Jeff Bezos

Steve Jobs

Theo Paphitis

Deborah Meden

Anita Roddick

## Task A

Research and answer the following questions about **two** different entrepreneurs.

- What is their background? Describe their journey to success.
- What products / services do they provide?
- Describe how their product / service became successful
- Identify any problems they had and how they overcame them
- Identify the skills / qualities of the entrepreneur
- Analyse why they have been successful? (why do **you** think they have been successful?)

# A-Level Business transition

## Task B

Choose two companies/brands and research them

- Find out the following - Ownership type, Revenue, Profit, Number of employees, size and scale, name of leader (CEO)

	Tik Tok	Business of your choice
Ownership Type (plc / ltd?)		
Revenue		
Profit		
Number of employees		
Size		
Name of leader (CEO)		
Competitors		

## Task C

***“A week in Business”***



Read a business story from a reputable news website for eg BBC Business news, Sky business news etc and do the following

On a sheet of A4 paper,

a) describe what is happening

b) Why is it an important story?

c) What is the impact of this story on stakeholders (employees / customers / shareholders / financiers / suppliers)

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### Rushcliffe Spencer School

### Economics and Business Department Supa Curriculum



#### What is the Supa Curriculum?

Super curricular activities are those that take your regular curriculum further. They take the subject you study in the classroom beyond that which your teacher has taught you or what you've done for homework.

On our own downloadable app, there are a range of activities, suggested by teachers for you to stretch yourself and explore your subjects.

#### How to download the app?

You will find our app available to download for iOS and Android. You can download for

- a) Apple devices here: <https://apps.apple.com/app/id1560629360>
- b) You can download for Android devices here:  
<https://play.google.com/store/apps/details?id=com.AppInstitute.u70c2>
- c) OR scan the QR code below



#### Task D

- 1) Download the app, go to subjects and open Business
- 2) Watch two of the programs or films that are on the Business section.
- 3) Complete the analysis sheet on the next page
- 3) Be ready to discuss on your return



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### Task D – write on the sheet

Rushcliffe School Economics and Business Department

### Super Curricular Analysis



What was the source? (film / book)	Summarise the source in 5 key points	Identify 3 links to your course (Eg Marketing / pricing / Human resources / finance)