

Year 11-12 Transition Work

Subject: A-Level Business



We're looking forward to welcoming you in September! Please note that this document has been created by staff to help you prepare to start your studies at sixth form. The work you produce from this will form the basis of a discussion in your first lessons with your teachers.

At the end of this document, there is a review grid for you to complete every time you engage with some preparatory reading this summer.

List of key topics you will study in Year 12:

- 1 What is business?
- 2 Managers, leadership and decision making
- 3 Decision making to improve marketing performance
- 4 Decision making to improve operational performance
- 5 Decision making to improve financial performance
- 6 Decision making to improve human resource performance

<https://filestore.aqa.org.uk/resources/business/specifications/AQA-7131-7132-SP-2015.PDF>

Recommended research list:

APPS for Business



News websites for Business

1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: <https://www.independent.co.uk>
3. The FT: <https://www.ft.com>
4. Reuters: <https://www.reuters.com/>

Business Books

We recommend you follow useful business news providers such as the BBC, Tutor2U, The Independent, The Guardian, The Economist, Marketing magazine, SKY News etc. Others such as The Times, Telegraph and The Financial Times are good but limit your access please do not pay for a subscription. There are a number of books that are a good read also.

To supplement your reading these books will be of interest! The bold ones are easier reads!

<i>Building Strong Brands</i>	Aaker, David	978-1849830409
<i>The Idea in You: How to Find It, Build It, and Change Your Life</i>	Amor, Martin	978-0241971390
<i>Screw It, Let's Do It: Lessons In Life</i>	Branson, Richard	978-0753510995
<i>The 7 Habits of Highly Effective People</i>	Covey, Stephen	978-0684858395
<i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i>	Earley, John	978-1119096191
<i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i>	Ferriss, Timothy	978-1785041273
<i>Think and Grow Rich</i>	Hill, Napoleon	978-1934451359
<i>Legacy: New Zealand All Blacks</i>	Kerr, James	978-1472103536
<i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>	Martinez, Antonio Garcia	978-1785034558
<i>The Everything Store: Jeff Bezos and the Age of Amazon</i>	Stone, Brad	978-0552167833

Documentaries

If you have access to on demand programs, Netflix or Amazon Prime, watch some of the documentaries and films listed below and make some notes about the topics that they cover, the questions that are asked, the issues that are raised.

- The Nine to Five with Stacey Dooley - BBC iPlayer
- Tricky Business - <https://www.channel4.com/programmes/tricky-business> Channel 4 On Demand
- Beauty Laid Bare - BBC iPlayer
- The True Cost – Netflix
- Broken – Episode on IKEA - Netflix
- Flat pack empire – BBC2 iPlayer
- Inside Cadbury chocolate secrets unwrapped - <https://www.youtube.com/watch?v=BB3IJuMNUeK>
- Food unwrapped - Channel 4 on demand
- Inside the supermarket - <https://www.youtube.com/watch?v=qwucutFTsQ>
- Panorama Amazon: What they know about us – BBC iPlayer
- Panorama Amazon: The Truth Behind the Click – BBC iPlayer and/or <https://www.youtube.com/watch?v=JwrUYS9UTeU>

- Pepsi vs Coke – Amazon prime video
- Jobs Vs Gates: The Hippie and The Nerd – Amazon prime video
- Starbuck unfiltered – Amazon prime video
- Facebook – Cracking the code – Amazon prime video
- Data centre the true cost of the internet – Amazon prime video
- Learn from The Experts - Jeff Bezos, Amazon Founder – Amazon prime video
- Learn from The Experts - Elon Musk, Tesla and SpaceX – Amazon prime video
- The millennial dream – Amazon prime video
- Business mindset for success – Amazon prime video
- Steve jobs – Billion Dollar Hippie – Netflix
- American Factory – Netflix
- Inside Waitrose – Channel 5 on My5
- Inside the factory – BBC2
- Dragons Den – BBC2

Tasks

Task 1

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?

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.

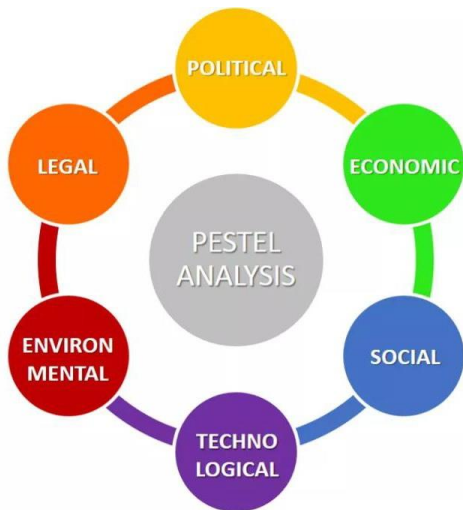
8. Why are staff so important to a business?

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

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:



Using your knowledge and any other sources, complete the table on the next page with possible points under each of the SIX factor headings. Try to identify at least three more under each heading or push yourself to add as many more as you can!

<p>Political Eg. Changing political party</p>	<p>Economic Eg. Interest rate changes</p>	<p>Social Eg. The UK has an ageing population</p>
<p>Technological Eg. Computer aided design</p>	<p>Legal Eg. Introduction of the Living wage</p>	<p>Environmental and Ethical Eg. Alternative energy sources like solar panels</p>

Task 3

Watch 2 TV programmes/documentaries from the recommended list. Complete a review grid on the pages below

REVIEW GRID

Name of book/documentary:

REWORD IT: Use this space to look up any words you don't know on an online dictionary/thesaurus

CRUNCH IT: Identify 6 keywords in this book/documentary. Say why you have picked these words.

1.

2.

3.

4.

5.

6.

SUMMARISE IT

Summarise 3 key learning points or arguments in this book/documentary:

REVIEW IT:

Would you recommend this resource to another student?

Why/why not?

What was your key takeaway?

What questions do you still have?

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