

St Mary Redcliffe and Temple 6th Form



Year 11 into 12 transition task

Subject: Business Studies

SMRT 6th Form takes students from a wide range of schools, who have studied a variety of GCSE syllabuses. We want to ensure that everybody is equally able to access the content of the A Level and so the following tasks give you a chance to ensure you are fully prepared.

At SMRT we have used the EDEXCEL syllabus at GCSE, but we do not presume that you have done a Business GCSE or expect you to be familiar with this material.

To ensure you are ready to fully access the A Level Syllabus you should complete the following tasks prior to the start of term:

Task 1:

A fundamental part of studying Business is about the people (entrepreneurs) who turn ideas into successful businesses through their own ingenuity, endeavour and (lots of) hard work.

For your summer task, you will conduct an investigation into an entrepreneur of your choice. This could be someone you already know, or could be the leader of a successful business or organisation that you think is particularly interesting.

Produce a 500 – 800 word report on your chosen entrepreneur that explains the following:

- Their personal background
- Their area of specialisation or expertise
- Their reason/s for going into business
- How they got started
- How they have been innovative
- The obstacles they have overcome or lucky breaks they have experienced
- The personal characteristics that made them successful

Finish by explaining what it is about your chosen entrepreneur that appeals to you.

If you like, you can describe the ways in which you are similar or different to them.

Be prepared to answer questions about them in your first Business Studies session.

If you are not sure where to begin, have a look at the profiles of successful entrepreneurs on these websites.

<http://startups.co.uk/how-they-grew/>

<http://www.businesszone.co.uk/topic/business-profiles>

Task 2: Pre-reading for September

Studying aspects of Business can be fascinating, but sometimes the daily routine of studying this subject might be a bit different, particularly when you have to read and understand things for yourself. We have therefore set you another task to complete, which should help you to appreciate some of the content of your A level course.

Link to this document and **download** your own copy. The password is included in the file name so input it to download (*Password: zz2ghc4*)

<https://drive.google.com/open?id=143jF25hFXCOnKoUQL0s0lzRWqlxJZ6w->

Use the course companion to make some brief notes and have a go at the tasks and activities for each topic to consolidate your understanding. This companion includes the work we will cover up to Christmas so you don't have to complete the whole thing.

If you are able please aim to cover the following sections:

- 1.1 **Meeting customer needs** (fairly easy start to business concepts and ideas)
- 1.2 **The market** (calculation based and abstract concepts so can be a bit tricky at first)
- 1.3 **Marketing mix and strategy** (some nice case studies included on different aspects of marketing)

The aim is to become aware of some of the A level content before you start. We are not expecting you to master these areas without our support but time spent becoming familiar with some of the topics means you will have built some confidence before you start and you will find it easier to tackle misunderstandings when you start the course.

Further help and resources are below that you will use during the course:

Business A level ONLINE: (Click the links)

Taking the Biz – Simple overview of topics by a jolly presenter.

<https://www.youtube.com/channel/UCIJ4pk3uzyWoeoBkGs0hxQ>

BIZCONSESH – Nice chap – likes to explain in more detail – good for building confidence in topics.

https://www.youtube.com/results?search_query=bizconsesh

Tutor 2u: (Business videos playlist) – good for introducing a topic before reading up on it.

https://www.youtube.com/watch?v=rW5SOENyq5g&list=PLp8BSCLLWBUCTDvRtruUQE7Auli3N_kxk

Tutor 2u Business topics: (A to Z hyperlinks) – Alphabetical list of Business topics – click to see the resources for the topic.

<https://www.tutor2u.net/business/topics>