Transition work proforma:

Subject: A-Level Business **Exam Board: Edexcel** **Specification:** Edexcel A Level Business is a two-year course that explores how businesses start, grow, and operate in local, national, and global contexts. You'll study key topics like marketing, finance, operations, human resources, and strategy. The course is divided into four themes: • Theme 1: Marketing and people • Theme 2: Managing business activities • Theme 3: Business decisions and strategy • Theme 4: Global business You'll learn how businesses make decisions, respond to challenges, and operate in a dynamic world. The course develops skills in analysis, evaluation, and problem-solving — all essential for future careers in business, economics, management, and beyond. Link to specification: https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694-gce2015-a-bus-web.pdf
Task instructions: Create a report on an entrepreneur and on a FTSE 100/250 business. The business chosen in section 2 does not have to be associated with the entrepreneur in section 1: Section 1 – An Entrepreneur 1. A description of the entrepreneur and their history in business. 2. An analysis of why the business and entrepreneur are successful. 3. An evaluation of what was the most important factor to the entrepreneur's success. Section 2 – FTSE 100 or FTSE 250 Business 1. A description of the market (e.g. market share, competitors, consumer trends) and any other relevant information 2. An analysis of changes happening in the market and how this might affect the business. This may include recent developments since Covid 19 3. An analysis of the businesses Corporate Social Responsibility (CSR) during the Corona Virus outbreak.

4. An analysis of problems that the business might be facing. This analysis should be informed by what you do in number 2. 5. An evaluation if the business is going to continue being successful. This can be in the form of a presentation which includes images and videos or as a word document. **Area of exam specification:** • Theme 1: Marketing and people • Theme 2: Managing business activities
Success criteria: • Gain a broad understanding of business; • Develop skills, knowledge and understanding for use in the business world and higher education; • Apply learning in a practical way to what actually goes on in the real world; • Follow a programme of study that enables progression to both higher education and employment within business; • Develop Key Skills that are highly valued by employers and universities; • Gain confidence through developing independent learning skills.
Useful resources: **Introduction to Edexcel A-Level Business** **This free online course provides all new Edexcel A-Level Business students with a useful introduction to the structure of the course, assessment skills and how students are assessed!** https://ondemand.tutor2u.net/students/introduction-to-edexcel-a-level-business-getting-started Useful Websites: www.Tutor2u.net www.bbc.co.uk/news www.FT.com www.bbc.co.uk/education (BBC Bitesize) www.gov.uk/government/organisations/companies-house www.ons.gov.uk (UK's Office for National Statistics) www.thegrocer.co.uk (FMCG industry magazine) www.economist.com (Economic magazine) TV Programmes: The Apprentice The Young Apprentice

Dragons’ Den

Newspapers:
Financial Times
Telegraph – Business Section

Pre-reading for the course:

Using the following web-based resources, answer the questions below:
https://youtu.be/OV2zbaMr-_c

1. What is the definition of a ‘Market’?
2. What’s the difference between a mass market and a niche market?
3. Give TWO examples of firms that operate in a mass market.
4. Give TWO examples of firms that operate in a niche market.
5. List 3 key advantages to a firm of operating in a mass market.
6. List 3 key disadvantages to a firm of operating in a mass market.
7. List 3 key advantages to a firm of operating in a niche market.
8. List 3 key advantages to a firm of operating in a niche market.
9. Operating in a mass market often results in a reduced profit margin on each item sold, why? State the key reasons.
10. Markets are often said to be ‘dynamic’. Why and what are the consequences for firms that operate in dynamic markets?
11. List 3 key reasons why markets are dynamic.
12. List 6 typical business objectives firms may have.
13. List 4 key reasons why objectives differ between businesses.
14. When will the aim of the firm be most likely to be other than profit maximisation? Explain your answer.

Textbooks for the course:

Edexcel AS/A level Business 5th Edition Student Book and Active Book

https://www.amazon.co.uk/Edexcel-level-Business-Student-ActiveBook/dp/1447983548/ref=sr_1_3?hvadid=3170080223&hvbmt=bp&hvdev=c&hvqmt=p&keywords=edexcel+a+level+business&qid=1571926745&sr=8-3

Submission:
Please note that it is the expectation of DWHS Sixth Form that all transition work is completed to a high standard. The successful completion of this work is an expectation of your Sixth Form offer.

Please have the work completed for the first lesson of each subject in Year 12.