

A Level Business

Essential Bridging Work

If you intend to enrol on this course you must complete the following bridging work ahead of your first lesson and bring it with you. It should take you about 4 hours to complete the work.

Topic / Context	This piece of work will give you an insight into what it will be like to study A Level Business Studies, specifically looking at how some well-known business people have developed their businesses.
Task	<p>Watch the hour long programme on Youtube https://www.youtube.com/watch?v=foWMmY3xSuk Peter Jones How we made our millions</p> <p>Then answer the following questions:</p> <ol style="list-style-type: none"> 1. Explain one of the entrepreneurial characteristics shown by either Michelle or Richard. Use examples (4 marks) 2. It costs 23p to make one bottle of innocent smoothie, a pack of 6 bottles is sold for £7.20. Calculate the profit made from each bottle of smoothie. (4 marks) 3. a) Assess the benefits and drawbacks of the two leadership styles in the video. b) Write a conclusion to show, in your opinion, which is the most effective leadership style and why. (10 marks) 4. If you were a product what you be and why? (5 marks)
Resources	<p>Online Research</p> <p>You can use any source of information you like but here are some links to get you started. Specific company websites, company reports www.innocentdrinks.co.uk www.ultimo.co.uk</p>
Presentation	All work should be hand written. Please make sure this is presented as neatly as possible and given in on your first lesson.