

A Level Business

Part A - Bridging Work Task

This is a fantastic opportunity to expand your understanding of Business as you prepare for enrolment and start at Franklin in September.

Please complete the work and bring a copy to your enrolment, either printed or electronically.

The work will take you around **2 hours** so plan your time to best suit you.

How do I complete and submit my task?	<p>Complete the tasks on paper/handwritten or digitally, and bring a copy, either paper or electronically, to your enrolment appointment. Also, bring this along to your first lesson in September.</p> <p>If you didn't attend the Taster Day, don't worry. It isn't essential for completing this work, but please ensure that you have completed this bridging work.</p>
Introduction to your Bridging Task	<p>In preparation for A level Business at Franklin College the following task will introduce you to the importance of the marketing mix (product, price, place, promotion) for businesses to be successful.</p> <p>There are, of course, other considerations when judging a business' success such as staffing, motivation, finance, ethics, quality, market research and customer service. You may even identify other considerations when carrying out the task below.</p>
Task details	<p>Using one of the businesses from the programmes below (links below) consider what the business' successes and failures were and write a newspaper article explaining your thoughts and findings.</p>

Resources to help you with the Bridging Task	<p>Channel 4 Dispatches:</p> <p>https://www.channel4.com/collection/dispatches</p> <ul style="list-style-type: none"> • Truth about Nike and Adidas • Did Brexit work for businesses? • Inside the Shein Machine • Cadbury Exposed • The Truth about Temu <p>YouTube:</p> <p>Why Starbucks Failed In Australia - YouTube</p> <p>The Decline of Blockbuster...What Happened? - YouTube</p> <p>Why McDonald's Flopped In Vietnam - YouTube</p> <p>BBC Panorama:</p> <p>BBC One - Panorama, Boohoo's Broken Promises</p>
Extension Tasks	
Extension Tasks to stretch and challenge you	<p>If you have completed the above to the best of your ability, feel free to try this extension task (<i>this is optional</i>):</p> <p>Assess the likely impacts of the UEFA European Football Championship 2024 on the UK economy, using the links below and any other research;</p> <p>Retailers set for £2.1 billion boost during UEFA Euros tournament - London Business News Londonlovesbusiness.com</p> <p>Euro 2024 football fever promises £2.75 billion boost to UK economy Personal Finance Finance Express.co.uk</p>
Massive Open Online Courses	<p>You might enrol and complete the following to push you a little further (this is optional):</p>

(MOOCs)

[Social Media Marketing | Springpod](#)

[Marketing Work Experience: Core Strategies in the Dynamic World | Springpod](#)

A Level Business

Part B – Preparing for Studying at Franklin

A fantastic opportunity to widen your understanding of the course.

Examining Board and Specification

This course follows Pearson Edexcel A Level Business specification. Edexcel website, including the full specification:

[Edexcel AS and A level Business 2015 | Pearson qualifications](#)

We cover the following topics:

- Theme 1: Marketing and people
- Theme 2: Managing business activities
- Theme 3: Business decisions and strategy
- Theme 4: Global business

Studying this course will give you a wide range of skills:

- Non-routine problem solving – expert thinking, metacognition, creativity.
- Systems thinking – decision making and reasoning.
- Critical thinking – analysing, synthesising and reasoning skills.
- ICT literacy – access, manage, integrate, evaluate, construct and communicate.
- Communication – active listening, oral communication, written communication, and non-verbal communication.
- Relationship-building skills – teamwork, trust, intercultural sensitivity, self-presentation, social influence, and negotiation.
- Collaborative problem solving – establishing and maintaining shared understanding, taking appropriate action.
- Adaptability – adapting to different personalities, communication styles and cultures.
- Self-management and self-development – ability to work remotely in virtual teams, work autonomously, be self-motivating and self-monitoring, willing and able to acquire new information and skills related to work.

Progression after this course:

This qualification will allow you to study a wide range of courses at university, such as Business Management, Accounting, Economics, Finance, Marketing, Leadership, Human Resource Management, Ethics and will

	<p>prepare you for higher apprenticeships and employment.</p> <p>Careers may include; Banking, Social Media Marketing, Project Management, Business Analyst, Human Resource Manager, Accountant, Logistics and Production.</p> <p>A course in Business will underpin any and every career!</p>
Preparing for the course	<p>Some activities that bring the subjects' interest and progression opportunities to life, that you could try;</p> <ul style="list-style-type: none">• Follow large businesses on social media (TikTok/ Instagram) such as Marvel, Tesla, Xbox, Go Pro, Crocs etc to identify posts that help to engage their audience.• Listen to/ watch the advice from CEOs: CEO Secrets Latest News & Updates BBC News• Keep up to date with Business news: Business Latest News & Updates BBC News• Explore some of the challenges large businesses face, with a Netflix documentary: Watch 24 Hours in Tesco Netflix Watch Downfall: The Case Against Boeing Netflix Official Site• Watch as new entrepreneurs pitch their ideas: BBC iPlayer - Dragons Den• Keep up to date with personal finances: Listen to 'The Martin Lewis Podcast' (moneysavingexpert.com)