

# A Level Economics

## Part A - Bridging Work Task

This is a fantastic opportunity to expand your understanding of Economics 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.

<b>How do I complete and submit my task?</b>	<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>
<b>Introduction to your Bridging Task</b>	<p>In preparation for A Level Economics at Franklin, the following task will introduce you to the market structures.</p> <p>In terms of market structure, the dominance of the 'big three firms' is strong evidence that the <b>cinema industry is oligopolistic</b>, with a three-firm concentration ratio of 64.9%, with Cineworld on 23%, Odeon on 21.9% and Vue with 20% (2019).</p>
<b>Task details</b>	<p>Research how Odeon remains competitive in this industry. You may want to consider Odeon Luxe, 4D screens, seating, brand loyalty, pricing, IMAX, food and beverage, advertising, location and the challenges they face.</p> <p>Please ensure that your work is no more than 2 sides of A4, contains references and a final summary of your main points.</p>
<b>Resources to help you with the Bridging Task</b>	<p><a href="#">Industry Profile: UK Cinema Industry   Economics   tutor2u</a></p> <p><a href="#">Economy - BBC News</a></p> <p><a href="#">EconplusDal   Videos</a></p> <p><a href="#">Market Structures (Revision Quizlet Activity)   Reference Library   Economics   tutor2u</a></p>
<b>Extension Tasks</b>	

<b>Extension Tasks to stretch and challenge you</b>	<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>Research the distinction between free market, mixed and command economies with reference to Adam Smith, Friedrich Hayek and Karl Marx</p> <p>Complete the following activities to support your research;</p> <p><a href="#">Adam Smith, Karl Marx and Friedrich Hayek on Economic Systems   Reference Library   Economics   tutor2u</a></p>
<b>Massive Open Online Courses (MOOCs)</b>	<p>You might enrol and complete the following to push you a little further (this is optional):</p> <p><a href="#">Politics Philosophy Economics University Taster   Springpod   Springpod</a></p>

## A Level Economics

### Part B – Preparing for Studying at Franklin

A fantastic opportunity to widen your understanding of the course.

<b>Examining Board and Specification</b>	<p>This course follows Pearson Edexcel A Level Economics specification. Edexcel website, including the full specification: <a href="#">Edexcel GCSE and GCE 2014 (pearson.com)</a></p> <p><b>We cover the following topics:</b></p> <ul style="list-style-type: none"> <li>• Theme 1: Introduction to markets and market failure</li> <li>• Theme 2: The UK economy – performance and policies</li> <li>• Theme 3: Business behaviour and the labour market</li> <li>• Theme 4: A global perspective</li> </ul> <p><b>Studying this course will give you a wide range of skills:</b></p> <ul style="list-style-type: none"> <li>• Non-routine problem solving – expert thinking, metacognition, creativity.</li> <li>• Systems thinking – decision making and reasoning.</li> <li>• Critical thinking – analysing, synthesising and reasoning skills.</li> <li>• ICT literacy – access, manage, integrate, evaluate, construct and communicate.</li> <li>• Communication – active listening, oral communication, written communication, and non-verbal communication.</li> <li>• Relationship-building skills – teamwork, trust, intercultural sensitivity, self-presentation, social influence, and negotiation.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Collaborative problem solving – establishing and maintaining shared understanding, taking appropriate action.</li> <li>• Adaptability – adapting to different personalities, communication styles and cultures.</li> <li>• 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.</li> </ul> <p><b>Progression after this course:</b></p> <p>This qualification will allow you to develop transferable skills that support study in a wide range of subjects at university and the transition to employment, including quantitative and analytical analysis, forming and testing hypotheses, and commercial awareness.</p> <p>The development and application of quantitative skills prepares you for study of economics and related courses at university. You can progress from this qualification to:</p> <ul style="list-style-type: none"> <li>• Higher education courses such as economics degrees with a focus on theory, or degrees in applied economics such as environmental economics, labour economics, public sector economics or monetary economics. Alternatively, you may choose to study a business economics, mathematical economics or business degree</li> <li>• A wide range of careers ranging from Finance, Banking, Insurance, Accountancy, Management and Consultancy, to becoming Professional Economists.</li> </ul>
<p><b>Preparing for the course</b></p>	<p>Some activities that bring the subjects’ interest and progression opportunities to life, that you could try;</p> <p><a href="#">Monetary policy   Bank of England</a></p> <p><a href="#">Business   Latest News &amp; Updates   BBC News</a></p> <p><a href="#">Listen to 'The Martin Lewis Podcast' (moneysavingexpert.com)</a></p> <p><a href="#">Economy - BBC News</a></p> <p><a href="#">EconplusDal   Videos</a></p> <p><a href="#">Competition and Markets Authority - GOV.UK (www.gov.uk)</a></p>