

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: 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 (MOOCs)	<p>You might enrol and complete the following to push you a little further (this is optional):</p> <p>Social Media Marketing Springpod</p> <p>Marketing Work Experience: Core Strategies in the Dynamic World Springpod</p>

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Part B – Preparing for Studying at Franklin

A fantastic opportunity to widen your understanding of the course.

Examining Board and Specification	<p>This course follows Pearson Edexcel A Level Business specification. Edexcel website, including the full specification: Edexcel AS and A level Business 2015 Pearson qualifications</p> <p>We cover the following topics:</p> <ul style="list-style-type: none">• Theme 1: Marketing and people• Theme 2: Managing business activities• Theme 3: Business decisions and strategy• Theme 4: Global business <p>Studying this course will give you a wide range of skills:</p> <ul style="list-style-type: none">• 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. <p>Progression after this course:</p> <p>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 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	

Some activities that bring the subjects' interest and progression opportunities to life, that you could try;

- 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 Downfall: The Case Against Boeing](#) | [Netflix Official Site](#)
[24 hours in Aldi](#)

- Watch as new entrepreneurs pitch their ideas:

[BBC iPlayer - Dragons Den](#)

- Keep up to date with personal finances:

[Listen to 'The Martin Lewis Podcast' \(moneysavingexpert.com\)](#)