

# 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.

<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 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>
<b>Task details</b>	<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>
<b>Resources to help you with the Bridging Task</b>	<p>Channel 4 Dispatches: <a href="https://www.channel4.com/collection/dispatches">https://www.channel4.com/collection/dispatches</a></p> <ul style="list-style-type: none"><li>• Vinted Dirty Laundry</li><li>• Coca Cola Dirty Secret</li><li>• Barbie's Dirty Secrets</li><li>• Truth about food prices</li><li>• Will AI take my job?</li></ul> <p>YouTube: <a href="#">Why Starbucks Failed In Australia - YouTube</a> <a href="#">Why McDonald's Flopped In Vietnam - YouTube</a></p>

	<p>BBC Panorama:  <a href="#">BBC One - Panorama, Boohoo's Broken Promises</a></p> <p>BBC iplayer:  <a href="#">Gareth Southgate: Changing the Game for Young Men - BBC iPlayer</a></p>
<b>Extension Tasks</b>	
<p><b>Extension Tasks to stretch and challenge you</b></p>	<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 FIFA World Cup 2026 on the UK economy, using the links below and any other research;</p> <p><a href="#">Brits believe World Cup will boost the nation » Newsworks</a></p> <p><a href="#">World Cup 2026: Everything you need to know - BBC Newsround</a></p>
<p><b>Massive Open Online Courses (MOOCs)</b></p>	<p>You might enrol and complete the following to push you a little further (this is optional):</p> <p><a href="#">Social Media Marketing   Springpod</a></p> <p><a href="#">Marketing Work Experience: Core Strategies in the Dynamic World   Springpod</a></p>

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# Part B – Preparing for Studying at Franklin

A fantastic opportunity to widen your understanding of the course.

<p><b>Examining Board and Specification</b></p>	<p>This course follows Pearson Edexcel A Level Business specification. Edexcel website, including the full specification: <a href="#">Edexcel AS and A level Business 2015   Pearson qualifications</a></p> <p><b>We cover the following topics:</b></p> <ul style="list-style-type: none"> <li>• Theme 1: Marketing and people</li> <li>• Theme 2: Managing business activities</li> <li>• Theme 3: Business decisions and strategy</li> <li>• Theme 4: Global business</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> <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 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>
<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>

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' \(moneysavingexpert.com\)](#)