



## Year 11 > 12 Bridging Work Summer Term 2024



<b>Subject</b>	<b>Business</b>
<b>Course</b>	<b>A-Level</b>
<b>Awarding Body</b>	<b>Pearson Edexcel</b>

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## Course/specification overview

## Course Topic Content

### Theme 1 and 2 (Yr12) and Theme 3 and 4 (Yr13)

#### Theme 1

##### Marketing and people

Meeting customer needs  
The market  
Marketing mix and strategy  
Managing people  
Entrepreneurs and leaders

#### Theme 2

##### Managing business activities

Raising finance  
Financial planning  
Managing finance  
Resource management  
External influences

#### Theme 4

##### Global business

Globalisation  
Global markets and business expansion  
Global marketing  
Global industries and companies  
(multinational corporations)

#### Theme 3

##### Business decisions and strategy

Business objectives and strategy  
Business growth  
Decision-making techniques  
Influences on business decisions  
Assessing competitiveness  
Managing change

#### Paper 1

##### Marketing, people and global businesses

Questions drawn from **Theme 1** and **Theme 4**  
100 marks, 2 hours  
35% of qualification

**Section A:** one data response question, including one extended open-response question

**Section B:** one data response question, including one extended open-response question

#### Paper 2

##### Business activities, decisions and strategy

Questions drawn from **Theme 2** and **Theme 3**  
100 marks, 2 hours  
35% of qualification

**Section A:** one data response question, including one extended open-response question

**Section B:** one data response question, including one extended open-response question

#### Paper 3

##### Investigating business in a competitive environment

Questions drawn from **all themes**

100 marks, 2 hours  
30% of qualification

Two data response questions broken down into a number of parts, each including one extended open-response question

This paper has a pre-released context to enable students to investigate an industry or market in which businesses operate.

### Examinations

### What does the A-Level have to offer?

**Clear and coherent structure** – four engaging and up-to-date themes, assessed through three externally examined papers.

**Continuous progression** – students are introduced to core business concepts and develop a broad understanding of how businesses work before they consider the decision-making tools that help business people move towards a more scientific approach to management.

**Helps develop a holistic understanding of business** – students investigate, analyse and evaluate business opportunities and issues. Building on this, and by using both qualitative and quantitative methods, they are encouraged to take a strategic view of their decisions and recommendations.

**Reflects today's global world** – in the second year of study, students develop an understanding of current global issues that impact on business, preparing them for their next steps in today's global world.

**Develops transferable skills for progression to higher education** – students will develop a multitude of skills, including numeracy, communication and an understanding of research methodology in order to make a smooth transition to the next level of study.

#### Possible career options?



The subject provides you with such a wide range of transferable skills. This will enable you to enter a variety of different careers, with the above being just a few. Famous individuals who have studied the subject include John Grisham, P.Diddy, Clint Eastwood, Kevin Costner, Ivanka Trump and Eddie Izzard.



## Our department expectations

## **Expectations**

The Business Studies and Economics department has high expectations of both students and teachers. Your teachers work incredibly hard to deliver a full, relevant and meaningful curriculum and we expect you to be willing to learn for yourself, be respectful to others in your classes and make your very best efforts in all lessons.

We pride ourselves on delivering several of the most popular courses in the sixth form due to our passion for the subjects that we teach, and we would ask that you try to share our enthusiasm in everything that you do in relation to your studies.

## **Lesson Preparation and Organisation**

- Pre-reading (from textbook / revision guide) when requested.
- Organisation: textbook, folders, data sheet, PLCs for each topic.
- Regularly check your email and SMHW
- Equipment: all students are expected to have all the necessary equipment for school including a scientific calculator

## **Independent Study**

- Catch up on missed work due to absences
- Use non-contact study periods (timetabled) for pre-reading, structured reviewing of learned material and practise questions on topics
- Revision for tests and exams
- Use study skills and revision skills that have been taught to you
- If below target grade, must attend study sessions for support with teacher, complete practise questions on topics taught (to check understanding)



# **Review/revise**

### **The Importance of Profit**

1. How is it calculated?
2. Why is it a key objective to so many businesses?
3. Should it be the only priority for a business?

### **Dynamic Markets**

1. Why would a consumer's purchasing habits change over time?
2. Why is it particularly hard for businesses to compete in the fashion industry?

### **Technology in Business**

3. How has technology altered the way that many businesses operate?
4. Should the use of capital intensive production always be more favourable than labour intensive production?

### **Globalisation**

1. Why do we buy products that are made in places other than the U.K?

Please use the following link to help inspire creativity into your revision techniques:

<https://hayestl.com/students/>



## Watch



*Achenyo Idachaba*

### **TED TALK: How I turned a deadly plant into a thriving business.**

<https://www.youtube.com/watch?v=iqEHuB-T2qQ>

**Key Thinking Question:** Should business aim to help the community in which it operates?



*Oliver Elfenbaum*

### **TED TALK: How does the stock market work?**

[https://www.youtube.com/watch?v=p7HKvqRI\\_Bo](https://www.youtube.com/watch?v=p7HKvqRI_Bo)

**Key Thinking Question:** Which PLC would you buy shares in and why?

For Netflix users:



### **American Factory**

Search through your Netflix account

**Key Thinking Question:** For big US businesses who move their production to China is 'cheaper costs' a valid enough reason?



## Listen to

**Bloomberg Business Podcast** - Spotify

**50 Things That Made the Modern Economy** - Tim Harford - Spotify and BBC Sounds.

**Freakonomics Radio** – Spotify

**The Bottom-Line Podcast** - Evan Davis – Spotify

**Today in Focus** - The Guardian – Spotify

**Rabbit Hole** - The New York Times – Spotify

**The Diary of a CEO** - Steven Bartlett

**Listen to this radio programme about how the marketing industry uses our sense of guilt to influence what we buy:** [Marketing: The Power of Shame](#) - BBC Sounds



**Read**



### **Rebel Ideas: The Power of Diverse Thinking - Matthew Syed**

[https://www.amazon.co.uk/Rebel-Ideas-Power-Diverse-Thinking/dp/1473613949/ref=tmm\\_pap\\_swatch\\_0?encoding=UTF8&qid=1587737636&sr=8-1](https://www.amazon.co.uk/Rebel-Ideas-Power-Diverse-Thinking/dp/1473613949/ref=tmm_pap_swatch_0?encoding=UTF8&qid=1587737636&sr=8-1)

### **The Art of War - San Tzu**

[https://www.amazon.co.uk/Art-War-Sun-Tzu/dp/1789430062/ref=pd\\_sbs\\_14\\_3/260-9489557-4033354?encoding=UTF8&pd\\_rd\\_i=1789430062&pd\\_rd\\_r=0d0a3f29-7080-4745-a32f-4fd57160a272&pd\\_rd\\_w=YrUU6&pd\\_rd\\_wg=U2IIL&pf\\_rd\\_p=2773aa8e-42c5-4dbe-bda8-5cdf226aa078&pf\\_rd\\_r=H6PE4V90WAQHGYRZ9H46&psc=1&refRID=H6PE4V90WAQHGYRZ9H46](https://www.amazon.co.uk/Art-War-Sun-Tzu/dp/1789430062/ref=pd_sbs_14_3/260-9489557-4033354?encoding=UTF8&pd_rd_i=1789430062&pd_rd_r=0d0a3f29-7080-4745-a32f-4fd57160a272&pd_rd_w=YrUU6&pd_rd_wg=U2IIL&pf_rd_p=2773aa8e-42c5-4dbe-bda8-5cdf226aa078&pf_rd_r=H6PE4V90WAQHGYRZ9H46&psc=1&refRID=H6PE4V90WAQHGYRZ9H46)

### **The Lean Start-up - Eric Ries**

[https://www.amazon.co.uk/Lean-Startup-Entrepreneurs-Continuous-Innovation/dp/B005MR4NCC/ref=sr\\_1\\_5?dchild=1&keywords=business+books&qid=1587737852&sr=8-5](https://www.amazon.co.uk/Lean-Startup-Entrepreneurs-Continuous-Innovation/dp/B005MR4NCC/ref=sr_1_5?dchild=1&keywords=business+books&qid=1587737852&sr=8-5)

### **The Culture Code - Daniel Coyle**

[https://www.amazon.co.uk/Culture-Code-Secrets-Highly-Successful/dp/1847941273/ref=pd\\_sim\\_14\\_2/261-5543609-5601853?encoding=UTF8&pd\\_rd\\_i=1847941273&pd\\_rd\\_r=af2a9a41-66c8-4ade-bc06-0574b74ed2a9&pd\\_rd\\_w=kxzcC&pd\\_rd\\_wg=0yBRh&pf\\_rd\\_p=7df4b67e-ebf6-4e8b-b5dd-7a46501724e8&pf\\_rd\\_r=0TT1STVJF34V4DW5KK89&psc=1&refRID=0TT1STVJF34V4DW5KK89](https://www.amazon.co.uk/Culture-Code-Secrets-Highly-Successful/dp/1847941273/ref=pd_sim_14_2/261-5543609-5601853?encoding=UTF8&pd_rd_i=1847941273&pd_rd_r=af2a9a41-66c8-4ade-bc06-0574b74ed2a9&pd_rd_w=kxzcC&pd_rd_wg=0yBRh&pf_rd_p=7df4b67e-ebf6-4e8b-b5dd-7a46501724e8&pf_rd_r=0TT1STVJF34V4DW5KK89&psc=1&refRID=0TT1STVJF34V4DW5KK89)

### **The Economist Magazine**

<https://www.economist.com/>

### **The Financial Times**

<https://www.ft.com/>

**Read this article about leadership skills and styles, plus advice on how to improve your own leadership.**

[Become a Leader](#) Future Learn



## **Research**

### Key Research Question

**“Traditional Business Studies theory suggests that marketing is based on the 4 Ps (Product, Price, Place and Promotion). Which of these will be the most important for businesses in the post lockdown world, and in what ways will the whole business landscape change after Coronavirus is beaten?”**



### Research Guidance

There is so much research that you can find online. The important thing is to research carefully, specifying exactly what it is you want. Copying and pasting from Wikipedia will not be acceptable in an A Level Business Studies essay answer. Links to several of the most used on-line resources can be found on the Appendices/Resources page.

Beyond the internet there are still a substantial number of resources that you can access. The Financial or Business pages of any quality newspaper (particularly the Sunday papers) are a rich resource and will enable students to be able to reference current business examples in their written work.

The school library should stock current and past copies of magazines and periodicals like “The Economist” and “Business Review”, the latter of which is written specifically for A Level students.



**Complete – Compulsory Task**

Netflix is a game changer within the market it operates. For your Bridging Task please answer the questions on

[https://forms.office.com/Pages/ResponsePage.aspx?id=VuIRjA2\\_ZkuiJR7u6LWjKAR-yftpfhNMmrZ7QmII21BUREQxUVFPVVo4RDFDRktGWjVCODU3RjdYQS4u](https://forms.office.com/Pages/ResponsePage.aspx?id=VuIRjA2_ZkuiJR7u6LWjKAR-yftpfhNMmrZ7QmII21BUREQxUVFPVVo4RDFDRktGWjVCODU3RjdYQS4u)



## Appendices / resources

### Additional resources and websites:

A-Level Business Studies Bridging Unit June 2024 SGR

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.resources.html?filterQuery=category:Pearson-UK:Publisher%2FPearson>

<https://www.tutor2u.net/business/store/selections/edexcel-a-level-business-essential-teaching-resources-for-2018>

<https://www.tutor2u.net/business/collections/edexcel-a-level-business-study-resources-for-theme-1-marketing>

<https://www.tutor2u.net/business/blog/edexcel-a-level-business-year-1-as-key-calculations-formulas>

<https://www.bbc.co.uk/news/business>

<https://www.bbc.co.uk/iplayer/episode/m0006nzb/panorama-nodeal-brexite-are-we-ready>

<https://www.bbc.co.uk/iplayer/episode/m000fjdz/panorama-amazon-what-they-know-about-us>

[https://www.youtube.com/results?search\\_query=a+level+business+studies+edexcel](https://www.youtube.com/results?search_query=a+level+business+studies+edexcel)