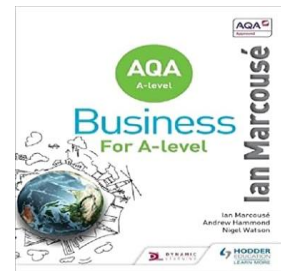


A-Level Business Studies Summer Bridging Work 2023/24

Exam board: AQA

Resources that you need to purchase in preparation for studying this course:

- A copy of; “AQA Business for A Level” by Ian Marcouse
- A lever arch folder
- Dividers
- A section for each teacher should be clearly defined



Introduction

Welcome to the AQA Business Studies A Level course at Kings Langley school.

You have chosen to study a subject that is both dynamic and engaging, and which will help you to develop the real-life skills that will allow you to successfully progress through life.

You will study topics and issues that are relevant in today’s society – you will address key contemporary developments such as digital technology, business ethics, AI and globalisation and relate these to the changing nature and needs of business in the 21st Century. By doing this you will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are crucial for further study and employment.

The idea behind the bridging course is to give you a head start so that you are already familiar with some of the key concepts and terms you will be using throughout the 2-year course.

General Preparation

Business Studies information is not always to be found in textbooks. You need to take the principles that you learn in class and apply them to events and case studies that exist in the real business world. The business landscape can change so quickly that it is vital to keep up to date with as much business news and developments as you can.

Television: try to watch a variety of business-related programmes, including documentaries and the news channels such as the BBC, Sky News and Bloomberg. Also remember to consider adverts: don't just ignore them! They give an excellent insight into marketing strategy and product development.

Please visit the following links: <https://www.bbc.co.uk/news/business>
<https://news.sky.com/business> <https://www.bloomberg.com/live/us>
<https://uk.reuters.com/news/archive/businessNews>

Newspapers and business journals: There are countless sources of quality business news. The Financial Times is the principle daily business newspaper in the UK. Investigate business journals and read a quality newspaper daily (The Times for example).

Also useful are: <https://www.thegrocer.co.uk/>
<https://www.marketingweek.com/>

Radio: BBC Radio 4 and 5 may not be your normal choice, however both channels have regular business updates as part of their news services – these are particularly useful in the morning to give you a daily update on the latest business developments. If you miss the broadcast live, then BBC sounds enables you to listen at a convenient time.

Websites and video tutorials: There are many excellent business studies websites that are available to support your studies and understanding.

Please visit the following:

<https://www.google.com/search?q=tutor2u+business&oq=tutor2u&aqs=chrome.1.69i57j0l7.8010j0j8&sourceid=chrome&ie=UTF-8>

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

Bridging Work Tasks

Part 1:

The purpose of this part of the bridging unit is to consolidate some of the basic business knowledge, concepts and skills developed at GCSE (if applicable), all of which will be developed at a higher level at A Level, where there is greater focus on analysis and evaluation, as well as understanding business terminology and identifying when business models have been implemented to help the success of a business.

Some of the tasks below require you to use the SENECA website. Use the following link to go to the site to enrol:

<https://app.senecalearning.com/dashboard/join-class/ou0ac8q41n>

Then use this class code to join Business Studies Bridging 2023:

zdktpx4ki

Activity One – Different Business Forms

- A. Using research from the internet, explain in one paragraph the difference between:
 - a. an incorporated and unincorporated business.

b. limited and unlimited liability.

B. Research each business form and complete the table below:

Business Form:	What is it:	Advantages:	Disadvantages
Sole trader			
Partnership			
Private Limited Company			
Public Limited Company			

C. Give three reasons, with examples, why a Private Limited Company, wishing to expand its market share might decide to convert to a PLC

D. Complete SENECA assignment 1 on Business Ownership. Use the link below:

<https://app.senecalearning.com/dashboard/class/zdktqpx4ki/assignments/assignment/6fec4135-1c52-4adc-ab14-e23383e25c2d>

Activity Two – Why do businesses exist?

A. Using the following link, make notes on each of reasons as to why businesses exist.

<https://app.senecalearning.com/dashboard/class/zdktqpx4ki/assignments/assignment/e1ccec6-53d5-4e1c-b0c0-35dbdc2c3b7f>

Activity Three – Marketing objectives

A. Complete SENECA activity 3 on Marketing objectives. Use the link below to access the assignment:

<https://app.senecalearning.com/dashboard/class/zdktqpx4ki/assignments/assignment/d75b0dc4-d3a2-4923-933e-57fd07573e0f>

Activity Four- Company reports

A. During the course you will be undertaking research on businesses of all types. Your task is to research a large businesses annual report (e.g. Tesco) and summarise the:

B. Type of information shown in the annual report.

C. Who would need to know about the differing areas shown in the annual report.

D. Any surprising facts or statistics you can find regarding the business you are researching.

If you have any questions email: ellisb@kls.herts.sch.uk