



The Thomas Hardy School

Summer Preparation Task

Business Studies A Level

Purpose of Task 1:

Many students have never studied Business Studies before and so we want to ensure that you are making an informed choice before committing to two years of study. We therefore want you to answer “Is this the right course for me?”

- What are your career aspirations and why?
- How will this course fit with those aspirations?
- What are you particularly looking forward to about this course?

Recommended resources:

<http://www.eduqas.co.uk/qualifications/business/as-a-level/index.html>

<http://www.ucas.ac.uk/students/coursesearch/>

<http://www.totaljobs.com/graduate/careers-advice/choose-your-career/what-career-business-degrees>

Task 1:

This first task should take approximately two hours and should be presented as a PowerPoint presentation of no more than 6 main content slides. You should use the course specification as well as university prospectuses and careers brochures to help inform you (see recommended resources for links).

Purpose of Task 2:

To do well at A-Level Business Studies you will need to develop certain skills. One of the main ones is to independently research different aspects of the course and be able to communicate your findings to the class as a whole. We therefore want you to conduct your own investigation into either a business role model or into a business of your choice. Possible questions you might want to answer include:

- Which business personality inspires you and why?
- What have they done in their career, give a brief history?
- Is their business a primary, secondary, or tertiary sector business?
- What does it do?
- Is it a private sector or public sector organisation?
- Who owns it and what does this mean for the business?
- What are their primary aims and do you think these are realistic?
- Who are their main competitors?
- How do they differentiate themselves?
- How do they measure success and how successful are they?

Task 2:

This task should take approximately two hours and should be presented as a PowerPoint presentation of no more than 6 main content slides. Imagine we have never heard of this entrepreneur or this business.

Deadline for Task: First lesson in week commencing 11th September 2017

Additional information:

For more information please contact: Mrs H Chambers hchambers@thomas-hardye.net

Recommended reading & activities list:

BBC News website Business News on a daily basis

www.eduqas.co.uk

www.tutor2u.co.uk

The Great British Entrepreneur Handbook 2016 – Inspiring Entrepreneurs

Business Stripped Bare: Adventures of a Global Entrepreneur Richard Branson

The Life and Business Lessons of Bin Gales

The Exclusive Biography Steve Jobs