



Year 12 Business

Summer Task 2024

Deadline: Your first Business lesson in September

Task 1

Your task is to select a business of your choice. You are going to perform some in-depth research into that company, looking at its history, and the decisions they have made at different points throughout their history. This information will not necessarily all be in one place, therefore you will be developing the key skills of finding and interpreting information to help you build an overall picture of that company. This should be displayed as a timeline and can either be hand-drawn or done on the computer, and then printed ready to submit during the first lesson.

Task 2

On your timeline you are going to add some annotations. These are going to be detailed comments that will require you to develop your analytical skill. At each key event on your timeline, your comment should include:

- Why you think the company took the decision they did
 - The risks with taking the decision they did
 - What could have been an alternative decision they took
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Task 3

A key feature of the A-level Business course, is being able to evaluate the best course of action for a business to take in the future. This task will test your evaluative skills in that respect. Imagine the business you are researching survives into the future. You need to recommend out of the following options, which is the best course of action for the business. Should they:

- Grow organically
- Grow inorganically
- Diversify

To start with you will need to research the above terms to ensure you understand what each method means. You will then need to write an evaluative report that should be one side of A4. This should include the positives and negatives for your business of at least 2 of the above methods, and a decision about which you are recommending and why.

Summary

By completing the above tasks, you will start to develop some of the necessary skills required in A Level Business. In short you will have been able to pick out and interpret relevant information, analyse why business have made certain decisions and evaluated what actions they may take in the future. You should be prepared to hand in both your timeline, annotations and evaluative report on the first lesson in September.

Enrichment activities

Here are some challenges I would like you to have a go at over the summer. You can also add to the list and complete any activity that you think will enhance your understanding of the application of business theory.

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| Register for the Inspiring Digital Enterprise Award. A great way to attain additional qualifications online. https://idea.org.uk/ | Collect 3 interesting new articles from the BBC website that you can relate to business theory | Create a fact sheet on how 4 different businesses have responded to the Covid-19 outbreak. Businesses face risks all the time and need to adapt to them. |
| Read an autobiography of an entrepreneur that interests you. | Collect some chocolate bar wrappers and create a poster to explain how each will target different segments | Watch an episode of Food Unwrapped and the production and quality methods that they use. |
| Watch the movie "The Founder" all about the McDonalds franchise | Watch the movie "Deep Water Horizon" and create a factsheet which summarises the key ethical issues that the movie discusses | Research the stock market, how it works, track how prices change and present this information in a poster |
| Watch any of the "Inside" series on Channel 4 on demand (eg Inside Rolls Royce, Inside Aldi etc) | Watch "The job interview" on Channel 4 on demand | Create your own business – start thinking about what type of business you would like to run and develop a business plan for the idea. |

One of the best ways to spend time is by upgrading your knowledge. This can be done by using the following sources:

APPS for Business



News websites for Business

1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: <https://www.independent.co.uk/>
3. The FT: <https://www.ft.com/>
4. Reuters: <https://uk.reuters.com/>