

Subject: Mr M Cox

Head of Department: Business Studies

A Level Specification studied	Edexcel Business Studies: https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694_GCE2015_A_BUS_WEB.PDF
A Summer task to get you thinking about your potential new A Level...	Choose two businesses – one that has excelled in the past 5 years through the pandemic (e.g. Amazon) and one that has failed in the last 5 years (e.g. Thomas Cook). What are the key differences between these businesses and why did one do so well whilst the other one did so badly? What crucial business lessons can we take from each businesses' experience?
Five fun learning challenges to undertake before September	<ol style="list-style-type: none">1. Pick an entrepreneur you admire and research their background and top tips for success2. Research how Brexit is affecting a business of your choice3. How does a business ensure that they are always meeting the needs of their customers? Is that the most important thing in business?4. Watch an episode of Inside the Factory – compare how the modern day production techniques to the more classical approach. Do hand made products have a place in modern day society?5. Visit a supermarket and analyse the store layout. What methods do they use to try and attract your attention and encourage you to spend more money? What do you notice whilst walking round?
Something to read:	<ol style="list-style-type: none">1. Shoemaker: The Untold Story of the British Family Firm that Became a Global Brand by Joe Foster2. Business Adventures by John Brooks3. Good to Great by Jim Collins
Something to watch/listen	The Social Network The Founder The Pursuit of Happiness
Other useful / links for study	BBC news is the best way to keep up with the top global business news stories at any given time: https://www.bbc.co.uk/news/business
Advice from Year 12 students*	<i>"My recommendation for the year 11s would be to buy a revision guide before hand and to read over the specification, in order to get a grasp on the content involved"</i>

(I can source these soundbites if you like)

"In regards to advice, I would say make sure to try and revise what each specific thing is (so what is margin of safety etc) before starting the course because I struggled a little at the start because I had forgotten what a lot of things were. I would also advise maybe making flash cards with equations on (a classic I know) because it will make life so much easier knowing equations before you go over them in class."