

## A Level Business – Summer Transition Work

When studying A Level Business, it is really important to keep up to date with business issues in the news. This is because all questions in your A Level exams are based on real businesses, so it is important to have an awareness of the largest businesses in each industry.

### Compulsory Work to Complete:

During your summer break, have a look at the Business Section of the BBC News website [www.bbc.co.uk/news/business](http://www.bbc.co.uk/news/business) Find stories about 3 different businesses and create profiles for each of the businesses, using the BBC News article and other information you can find on the internet. In each profile, you should include:

- Details about the history of the business, where and when was it founded? By whom?
- Who owns the business now? What type of ownership does it have – sole trader/partnership/LTD/PLC?
- What are the key activities of the business – what do they sell or manufacture? Or are they are service based business? Do they have more than one activity?
- Why was the business you have chosen in the news – give a brief summary of the article.
- Can you explain some of the external factors that may have been affecting this business? (Covid and Brexit are obvious examples, can you think of any more?)

Each of the 3 profiles should be at least half a page of A4, so a page and a half in total.

### Optional Extra Independent Learning:

Become familiar with the Tutor2u website, follow them on Twitter, read their articles such as this one: <https://www.tutor2u.net/business/blog/place-in-the-marketing-mix-gymshark-opens-a-flagship-store>

Watch films/documentaries such as The Internship, The Social Network, The Social Dilemma, White Hot: The Rise of Abercrombie & Fitch all available on Netflix

Watch Dragon's Den: <https://www.bbc.co.uk/programmes/b006vq92>

Watch Inside the Factory: <https://www.bbc.co.uk/programmes/b07mddqk>

Listen to the BBC Business Daily Podcast:

<https://www.bbc.co.uk/programmes/p002vsxs/episodes/downloads>

### Optional Recommended Reading:

The Everything Store: Jeff Bezos and the Age of Amazon (Brad Stone)

The Great Convergence: Information Technology and the New Globalization (Richard Baldwin)

The Upstarts: How Uber and Airbnb are Changing the World (Brad Stone)

The 7 Habits of Highly Effective People (Steven Covey)