

Getting Ready For *Business A-Level*

Your Name		
A Level Business	Entrepreneurs and Brands	Edexcel

We are delighted you have chosen to study Business Studies at Haywards Heath College.

Instructions: This pack will help you make the best possible start to studying this subject.

The tasks in this pack:

- should take you **about 4 hours to complete**.
- should be handed into your teacher when teaching starts **from 11th September 2023** with your name on it for assessment.

If you need help: The tasks are designed to get a bit more difficult as you work through them as they are preparing you for studying at a higher level and to become an effective independent learner. You should try to get as far as you can working on your own but if you do need help, please email me at cruttendenp2@haywardsheath.ac.uk outlining what you need clarification or guidance on. Help is available throughout the summer holidays.

Skills Focus for this Getting Ready for Pack	
<p style="text-align: center;">Researching Essay writing</p> <p style="text-align: center;">Analysis – break down complex topics into simpler parts by exploring patterns and explaining significance</p> <p style="text-align: center;">Evaluation – examine the strengths and weaknesses and judge the merits of particular perspectives making your own judgement</p>	<p style="text-align: center;">Creativity IT Skills Organisation Meeting deadlines</p>

Target Grade	Type of task	Task and subject specific skill reference	Deadline
All	Research and presentation task	<p>TASK 1 - Create a PowerPoint presentation on the legal ownership of businesses.</p> <p>You need to cover all of the following:</p> <ul style="list-style-type: none"> • Distinguish between private sector and public sector organisations. <p>Include all the below organisations in more detail:</p> <ul style="list-style-type: none"> • Sole traders • Partnerships • Private limited companies • Public limited companies • Non-profit organisations such as charities, social enterprises and mutuals • Public sector organisations <p>For each form of business you need to:</p> <ul style="list-style-type: none"> • Define the term • Analyse (using connectives such as ‘this leads to, because of this, therefore’ etc.) the benefits as well as the drawbacks of each form of ownership • Consider the advantages and disadvantages, pros and cons of each form of business. • How might this effect growth, profits, business ethics • On a separate slide apply these to real life – give examples of businesses that you know that would operate in each form of ownership. • Explain why this type of ownership is suitable for them. • Final Slide - If you were to set up a business, which type of ownership would you choose and explain why? Evaluate (make a judgement) your reasoning. <p>The following link might be suitable to help your research into forms of businesses: https://www.tutor2u.net/business/topics</p> <p>Use the Internet to research further. The Tutor2U Business website is very useful</p>	11 th September 2023
All	Research and essay task	<p>TASK 2.1 - Write a couple of paragraphs about your favourite brand and explain why you like it? What attracts you to that brand? Do you currently use or consume the brand? If not, do you aspire to? What physical attributes or intangible qualities do you associate with the brand. Consider what the brand does from a practical perspective. Reflect on how the brand makes you feel, or what image or values are projected and associated with the brand you have chosen. How does the brand differentiate or stand-out from its competition.</p>	11 th September 2023

		<p>TASK 2.2 Write 1000 words (2 sides) on the following question ‘Successful brands all have similar characteristics – do you agree with this statement?’</p> <ul style="list-style-type: none"> • Use the internet to research but DO NOT JUST copy and paste text. <p><u>When writing the essay, include:</u></p> <ul style="list-style-type: none"> • An introduction where you set the scene, • Main body of the essay written in paragraphs with one point per paragraph, developing each using the skill of analysis (use connective words such as this means, because of this, therefore etc. to help you). <p>ARGUE FOR AND AGAINST THE STATEMENT in different paragraphs. YOU MUST use real business examples in your essay</p> <ul style="list-style-type: none"> • A full conclusion paragraph where you answer the question and fully attempt to weigh up your reasoning (evaluation). What do you think and explain why? • You will need to be prepared to take part in a discussion when we start so please go over your research notes and your essay before the second lesson. <p>Help Notes You might want to include a selection of the following influences: Consider both sides of the argument i.e do they have the same characteristics or are there examples where they have different characteristics? Such as:</p> <ul style="list-style-type: none"> • The level of quality • A USP – what sets them apart from the competition • Good customer service • Complementing range of products • Strong advertising campaigns • A distinct logo/slogan • Global presence • Strong leadership • Pricing • Where do you buy them <p>YOU MUST try to give real business examples in your essay</p> <p>Show your sources of reference – where did you get the information from?</p>	
All	Research and creativity	<p>TASK 3 - Design a poster about an entrepreneur or famous businessperson.</p> <p>Use pictures and text to illustrate. It can be as big and colourful as you want but at least A3 size (two pieces of A4 stuck together). Or go to an art shop and get a piece of large card.</p> <p>Include (at least the following):</p> <ul style="list-style-type: none"> • Their background 	11 th September 2023

		<ul style="list-style-type: none"> • Their schooling and qualifications How they became successful? • How do you know they are successful? • Their brands or products they have worked on or produced throughout their careers...not just the products or brands they are associated with now. • What advice they have shared and what have they learnt in their career • Have they had any failures? • What key qualities or characteristics they have shown? • What does the future hold for them? • Anything else interesting about them 	
All	Things to buy	<p>Please make sure you have the correct stationery for the start of term in September:</p> <ul style="list-style-type: none"> • A calculator, folders, writing paper, ruler, pencils, pens, highlighters <p>Please buy the following textbook for the start of the course:</p> <p><i>Pearson Edexcel A-Level: Business</i> <i>By Ian Marcouse, Andrew Hammond & Nigel Watson</i></p> <p>ISBN 978 1 510 45270 1</p> <p>https://www.waterstones.com/book/pearson-edexcel-a-level-business/ian-marcouse/andrew-hammond/9781510452701?awaid=3787&utm_source=redbrain&utm_medium=shopping&utm_campaign=css&gclid=EAlaIQobChMIl6GezLu68QIVXgsGAB0USAouEAQYBSABEgJaAfD BwE&awc=3787_1624888060_c9490c1cc57e39805cf7cd750dd48f56</p>	11th September 2023
Notes:			