

## Getting Ready For *Business Studies*

Your Name		
A Level Business Studies	Entrepreneurs and Brands	Pearson Edexcel

**We are delighted you have chosen to study Business Studies at Worthing 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 9<sup>th</sup> September 2024** with your name on it for assessment.
- are also available on the internet – follow the links in the document.

**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 us at [gettingreadyfor@worthing.ac.uk](mailto:gettingreadyfor@worthing.ac.uk), telling us which Getting Ready For pack you are working on and what help you need. 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>

### Work Experience week

All year 1 students are required to participate in a week-long work placement during their first year of study. You will be expected to locate one week's worth of work placement and submit your work experience form before October half term.

**Placement Dates:**

<p>L2/L3 students on double /triple qualifications:</p>	<p>1 week course-specific placement, expected placement dates will be confirmed by the course leaders at the beginning of September.</p>
<p>Students with 2 or more single subjects:</p>	<p>1 week placement during the Easter holidays or w/c 23 June 2025</p>

You can find the work experience form [HERE](#)  
More information and guidance can be found [HERE](#)

Target Grade	Type of task	Task and subject specific skill reference	Deadline
All	Research and presentation task	<p><b>TASK 1 - Create a PowerPoint presentation on the legal ownership of businesses.</b></p> <p><b>You need to cover all of the following:</b></p> <ul style="list-style-type: none"> <li>To start with, please distinguish between private sector and public sector organisations.</li> </ul> <p><b>Then, include an outline of all the below ownership types in more detail. For each form of ownership type, you need to:</b></p> <ul style="list-style-type: none"> <li>Define the key term, what does this ownership type mean?</li> <li>Analyse the benefits as well as the drawbacks of each form of ownership (analyse = using connectives such as 'this leads to, because of this, therefore' etc. to create an argument)</li> </ul> <ol style="list-style-type: none"> <li>Sole traders</li> <li>Private limited companies</li> <li>Public limited companies</li> <li>Non-profit organisations such as charities and mutuals</li> <li>Public sector organisations</li> </ol> <ul style="list-style-type: none"> <li><b>On a separate slide apply these to real life</b> – give examples of businesses that you know that would operate in each form of ownership type.</li> <li><b>Explain why</b> this type of ownership is suitable for them.</li> <li><b>Final Slide</b> - If you were to set up a business, which type of ownership would you choose and explain why? Evaluate (make a judgement) your reasoning.</li> </ul> <p>The following link might be suitable to help your research into forms of businesses:  <a href="https://www.tutor2u.net/business/topics">https://www.tutor2u.net/business/topics</a></p> <p>Use the Internet to research further. The Tutor2U Business website is very useful</p>	from 9 <sup>th</sup> September 2024
All	Research and essay task	<p><b>TASK 2.1 - Write a couple of paragraphs about what is your favourite brand and explain why?</b></p> <p><b>TASK 2.2</b> Write <b>1000 words</b> (2 sides) on the following question  <b>'Successful brands all have similar characteristics – do you agree with this statement?'</b></p> <ul style="list-style-type: none"> <li>Use the internet to research but DO NOT JUST copy and paste text.</li> </ul> <p><u>When writing the essay, include:</u></p> <ul style="list-style-type: none"> <li><b>An introduction where you set the scene, for example what are brands, what are the benefits of having a brand, what are some famous brands and how have they achieved this status?</b></li> <li><b>Main body of the essay written in paragraphs</b> with one point (one benefit) per paragraph, developing each point using the skill of analysis (use connective words such as this means, because of this, therefore, etc. to help you). For each point</li> </ul>	from 9 <sup>th</sup> September 2024

		<p>made, you should also challenge, what are the limitations of this?</p> <ul style="list-style-type: none"> <li>• <b>YOU MUST</b> use real business examples in your essay</li> <li>• A full <b>conclusion paragraph</b> where you answer the question and fully attempt to weigh up your reasoning (evaluation). What do you think and explain why?</li> <li>• 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.</li> </ul> <p><b>Help Notes</b> You might want to include a selection of the following influences: Consider both sides of the argument i.e. do all brands always have the same characteristics or are there examples where they have different characteristics? Such as:</p> <ul style="list-style-type: none"> <li>• The level of quality</li> <li>• A USP – what sets them apart from the competition</li> <li>• Good customer service</li> <li>• Complementing range of products</li> <li>• Strong advertising campaigns</li> <li>• A distinct logo/slogan</li> <li>• Global presence</li> <li>• Strong leadership</li> <li>• Pricing</li> <li>• Where do you buy them</li> </ul> <p><b>Show your sources of reference</b> – where did you get the information from?</p>	
All	Research and creativity	<p><b>TASK 3 - Design a poster about one famous businessperson.</b></p> <p><b>Use pictures and text to illustrate.</b> 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. Your poster might be used as display material in class so make it interesting, colourful, use pictures, fonts and good layout etc.</p> <p><b>Include (at least the following):</b></p> <ul style="list-style-type: none"> <li>• Their background</li> <li>• Their schooling and qualifications How they became successful?</li> <li>• How do you know they are successful?</li> <li>• Their brands or products they have worked on or produced throughout their careers...not just the products or brands they are associated with now.</li> <li>• Have they had any failures?</li> <li>• What does the future hold for them?</li> <li>• Anything else interesting about them</li> </ul>	from 9 <sup>th</sup> September 2024
<p><b>Notes:</b></p>			