



# Business GCSE to A level

Bridging Work  
Year 11 into 12 for 2024/25



Name: \_\_\_\_\_

Tutor Group: \_\_\_\_\_

Teacher: \_\_\_\_\_

AS / A Level

Business Studies

Summer Bridging

Work 2024

Year 11 into 12



Name: \_\_\_\_\_ Tutor Group: \_\_\_\_  
Teacher: \_\_\_\_\_

## AS/A BUSINESS STUDIES

The purpose of our bridging work is to best prepare you for the academic year 2024/25 and this will support you on the A level Business studies course. This is for all Business studies students to be completed for September 2024.

To best prepare you, please remember the following items for **EVERY** lesson – **ESSENTIAL**:

- Folders
- Exercise book
- Equipment (pens- green/purple) and calculator.

## The Course

The course is essay based focused and is examination only. Our exam board is Edexcel. You will study the following 4 themes:

<p><b>Theme 1</b> <b>Marketing and people</b></p> <p>1.1 Meeting customer needs 1.2 The market 1.3 Marketing mix and strategy 1.4 Managing people 1.5 Entrepreneurs and leaders</p>
<p><b>Theme 2</b> <b>Managing business activities</b></p> <p>2.1 Raising finance 2.2 Financial planning 2.3 Managing finance 2.4 Resource management 2.5 External influences</p>
<p><b>Theme 3</b> <b>Business decisions and strategy</b></p> <p>3.1 Business objectives and strategy 3.2 Business growth 3.3 Decision-making techniques 3.4 Influences on business decisions 3.5 Assessing competitiveness 3.6 Managing change</p>
<p><b>Theme 4</b> <b>Global business</b></p> <p>4.1 Globalisation 4.2 Global markets and business expansion 4.3 Global marketing 4.4 Global industries and companies (multinational corporations)</p>

You will be assessed through three examinations. Each exam will last 2 hours each.

**Paper 1:** Marketing and people (theme 1 and theme 4) 35%

**Paper 2:** Business activities, decisions and strategies (theme 2 and theme 3) 35%

**Paper 3:** Investigating business in a competitive environment (all 4 themes) 30%

To support you on the course, or you have any questions, please contact your teachers for the course next

academic year:

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## Online Resources

The following online resources are helpful to support you on the course. To do well on the course, you must be reading about current business-related affairs.

### **Revision and consolidating knowledge:**

#### **Tutor2u Theme 1 Marketing Study resources**

<https://www.tutor2u.net/business/collections/edexcel-a-level-business-study-resources-for-theme-1-marketing>

### **Two Teachers**

#### **Theme 1 Knowledge videos**

<https://www.youtube.com/playlist?list=PLp8BSCLLWBUDOTV-QJTvH5V-ij7m8ZNdI>

### **Exam board website:**

**Edexcel Business:** (Contain specification of the course)

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

Extended writing techniques: <https://www.youtube.com/watch?v=86srwPr4XxA>

### **Reading on Business current affairs**

BBC News Business: <https://www.bbc.co.uk/news/business>

Sky News Business: <https://news.sky.com/business>

The Financial Times: <https://www.ft.com/content/570a7565-0bcd-4a3c-ac1c-d96d7291bb23>

Reuters Business: <https://www.reuters.com/business/>

Financial News London: <https://www.fnlondon.com/>

Bloomerang UK: <https://www.bloomberg.com/uk>

Wall Street Journalist: <https://www.wsj.com/>

## Tasks

### Activity 1

#### Research the different forms of a business:

Sole Trader, Partnership, Private Limited Company(Ltd), Public Limited Company (PLC) and Franchising. Write down the definition of each ownership and the advantages/disadvantages associated with each form of business.

**Resources you may use:** <https://www.savemyexams.com/a-level/business/edexcel/17/revision-notes/1-marketing-and-people/1-5-entrepreneurs-and-leaders/1-5-4-forms-of-business/>

Video: <https://www.youtube.com/watch?v=7CIJwCK2ysk>

**Write a summary of your findings of different range of forms (500 words)**

### Activity 2

Read the following article 'Private Equity vs Venture Capital' and assess what is the difference between the two. <https://www.wallstreetprep.com/knowledge/private-equity-vs-venture-capital/>

**Write a summary of this (150 words).**

### Activity 3

Research a business related news article (see online resources section for links) and write a summary on:

- What is the news story?
- How has this impacted the business?
- Any quantitative (statistics/data) that you can present.

**(100 words)**

### Activity 4

Watch the video on 'Price elasticity of demand' concept and summarise your findings of what is meant by PED. You may include formulas and diagrams. <https://www.tutor2u.net/business/reference/price-elasticity-of-demand>.

**(100 words)**

### Activity 5

Research the following motivational theories and summarise each theory in your own words.

- Taylor's Scientific Management
- Mayo's Human relations school
- Herzberg Two factor theory
- Maslow's Hierarchy of Needs

Video link: <https://www.tutor2u.net/business/reference/motivation-theory>

**(200 words)**

#### Extension tasks and further reading:

- Watch the video explain the concept of 'Income elasticity of demand'.  
<https://www.youtube.com/watch?v=TsqR8Qm1OXk>
- The Boston Matrix applied to Tesla <https://www.youtube.com/watch?v=qHsTLbEfKgg>

