



Business Studies

The tasks set below have been chosen to reflect different units in the course:

- Theme 1: Marketing and People
- Theme 2: Managing Business Activities

By undertaking these tasks, you will gain an insight into the type of work you will be required to complete throughout the two years.

How will the tasks support your understanding of the course?

The tasks set below will give you an opportunity to demonstrate the key skills of data analysis



What skills will you begin to develop by completing this work?

- the ability to learn independently
- the ability to research actively and methodically
- to be able to give presentations and be active group members

TASK 1-

(Linked to Theme 1: Marketing and People)

The purpose of these tasks is for you to gain an understanding of the key topics included in the Theme 1 specification and apply this knowledge to given scenarios.

Resources required

MS Word or any word processing software

Submit via a word document as an attachment emailed to: w.coley@derbymoorschool.derby.sch.uk

Subject of the email should be your **Full name – step into sixth form submission 1**

Useful resources

www.tutor2u.net

www.bbc.co.uk/news/business

www.independent.co.uk/news/business

TASK 2-

(Linked to Theme 2: Managing Business Activities)

The purpose of this task is for you to gain an understanding of the key topics included in the Theme 2 specification and apply this knowledge to given scenarios.

Resources required

MS Word or any word processing software

Submit via a word document or an attachment emailed to a.hrncic@derbymoorschool.derby.sch.uk

Subject of the email should be your **Full name – step into Sixth Form submission 2**

Useful resources

Preparation for Paper 2 – Theme 2 & 3

<https://www.youtube.com/watch?v=mLKpTxxK-ck>



TO DEEPEN YOUR UNDERSTANDING

Additional resources



<https://www.tutor2u.net/business/collections>



YouTube

<https://www.tutor2u.net/business/reference/key-topic-revision-checklist-for-edexcel-alevel-business>



Together we succeed

Achievement

Aspiration

High Expectations

Community

TASK 1- (Linked to Theme 1 – Marketing and People)

Email this to w.coley@derbymoort.derby.sch.uk Subject of the email should be your **Full name – step into sixth form submission 1**

1. Complete research on why do individuals start their own enterprise? Identify 3 entrepreneurs and compare their reasons for starting a business? What characteristics do they have? Of the 3 you have researched, who do you think is the most successful and why?
2. Complete research to identify a Sole Trader, Limited Company (Ltd) and a PLC. Explain the difference between sole traders, private limited companies (Ltd), and public limited companies (PLC). Which do you think has been affected more by the Covid19 Pandemic and why? Include where they operate, on-line / high street; products/services they produce; branding and promotion; where they sell to?
3. Choose a product that you are familiar with e.g. confectionery, ice-cream, fashion, airlines, sports-wear, and technology and identify the suppliers the company uses and where they are from (e.g. imported). How do they distribute their products; directly through their stores, through a retailer or on-line?
4. Conduct an overview of promotional methods the company, you have chosen, uses (find out cost of sponsorship, advertising etc.) How can a brand give a firm a competitive advantage over their competitors?
5. How does your business conduct Market Research? What are the advantages/disadvantages of completing it this way? Who is their target market? What percentage of Market Share do they have?
6. For the PLC, research their share price; what is it currently? How has it changed through COVID19? Are they still financially viable? Is there still demand for their products? What impact has COVID19 had on demand?

By completing these challenges you should have a good understanding of the following; Forms of Business, Target market, Distribution, Market Share, Market Research, Entrepreneurs and characteristics, Branding, Promotion, Demand.

TASK 2- (Linked to Theme 2: Managing Business Activities)

1. Email this to a.hrcnic@derbymoort.derby.sch.uk Subject of the email should be your **Full name – step into sixth form submission 2**
2. **Choose a business** – you can choose from the list below OR use one of your own
 - a. **Pre covid:** Business background? What were their strengths? Weaknesses? Who owns the business? How is it financed? Have they grown recently? How did they finance that? What was it like before the lockdown, performance, market share, stock price, customer service levels, marketing, and media perception?
 - b. **During lockdown:** How has pandemic affected them? General impact, change in stock price, staff furlough? Staff work from home. What is their customer communication like? Marketing? Have they changed their behaviour or service during this time (e.g. introduced a delivery service)?
 - c. **After:** Your prediction: Will they recover? Why?
3. Suggested Businesses: **Virgin Airlines, McDonalds, Newspaper industry, Coffee Shops, Sainsbury, Tesco, Aldi, Prezzo, Pizza Express, Jaguar, JCB, Hilton Hotels, Travelodge, TUI, Boots**
4. The intention is to help you hone your research skills to condense large amounts of information and pick out the most important strand
5. We do not want streams of information, concise answers that are specific to the question and focus on the impact of Covid

This will allow you to consider a range of topics in business and how they can all be impacted by external influences. This will help you gauge whether the subject interests you, one of the best things about business studies, it changes every day, and it affects all parts of society.