

Business Studies



Year 11-12 Transition Tasks

I am delighted that you have shown an interest in Business Studies. The topics are diverse and the course is designed to give you a firm understanding of the knowledge and skills required in the ownership and growth of companies.

In order to get you thinking about the subject, I have drawn up a **challenge pack** to help you prepare for studies in the 6th form such as business research activities, podcasts to listen to and films to watch on a rainy afternoon.

For a look at the syllabus:

https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/9781446938249_BTECNationals_Bus_ExDip_Spec_Iss3C.pdf

This should contain everything you need to know about the course and what you will study. If any further information is required please do not hesitate to contact me on **LMcAlynn@bishopschester.co.uk**.

Task 1: Independent research

There are certain key topics in business that will represent major building blocks in your understanding. By exploring them yourself before the start of the year I am confident it will give you a head start. These are:

- PESTLE analysis
- The Product lifecycle
- The Boston Matrix
- SWOT analysis
- The 7 P's of Marketing
- Interest rates and how their movement impact on consumers and businesses

Details on all these topics can be found at these locations:

Source	Location
Tutor2u Website- A business theory website useful for all business topics.	https://www.tutor2u.net/business
Videos and podcasts: These are a selection of video websites and podcasts that explain these topics.	Talkingthebiz Business as usual Two Teachers

Please try to have a read/listen and check off each one.

Task 2: Simply listen

These are two of my favourite podcasts, simple well explained business theory. What is great about these is they relate everything thing to real life examples so really bring the theory to life.

Business as usual podcast:

https://www.youtube.com/channel/UC6ge7hG78ys_wERt4SbZQWg?safe=true



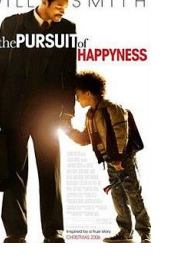
Two teachers

<https://www.youtube.com/channel/UCnVHZKYx1vWVnhRjJqJbNdQ?safe=true>

Try to listen to at least 5 on each channel(more if you wish) and pick your favorite and summarize the key learnings.

Task 3: Films

Watch the following films on various topics on business. You may find several on Netflix.

	<p>The Social Network</p> <p>Explains the controversial path Mark Zuckerberg took in creating the social networking site that would become known as Facebook. This includes the construction of the website, founding of the company and growth to where it is today.</p> <p>Business reference: Tech businesses, entrepreneurship</p>
	<p>The Founder</p> <p>The true story of how Ray Kroc (Michael Keaton), a struggling salesman from Illinois, met Mac (John Carroll Lynch) and Dick McDonald (Nick Offerman), who were running a burger operation in 1950s Southern California. Kroc was impressed by the brothers' speedy system of making the food and saw franchise potential. Kroc soon maneuvers himself into a position to be able to pull the company from the brothers and create a multi-billion dollar empire.</p> <p>Business reference : Franchising</p>
	<p>Pursuit of Happyness</p> <p>The Pursuit of Happyness is a 2006 American biographical drama film based on entrepreneur Chris Gardner's nearly one-year struggle being homeless. Directed by Gabriele Muccino, the film features Will Smith as Gardner, a homeless salesman.</p> <p>Business reference : Entrepreneurial spirit, sales, finance</p>

*Some of these films may include mature themes so please check the ratings before watching.

Completion of these tasks should give you a taste and understanding of what to expect in sixth form business. I thank you for taking the time to complete these and look forward to starting the course in September.

Regards,
Mr L McAlynn
Head of Business studies