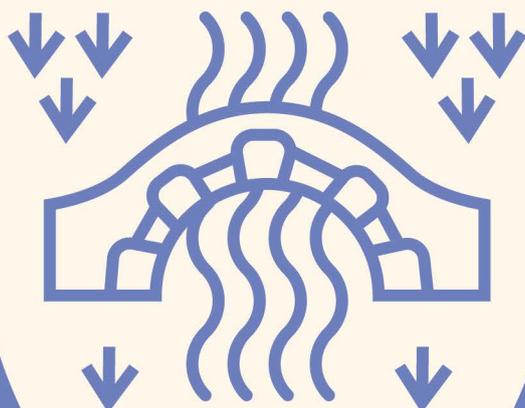




BLANCHELANDE
COLLEGE

Sixth Form Bridging Courses



Business Studies



Blanchelande College

A-Level Bridging Work Business Studies For Summer 2020

The subject explores the challenges and issues of starting and running a business and examines the different functional areas including Human Resources, Finance, Marketing and Operations. The Business course encourages students to engage with, explore and understand business behaviour and develop a critical understanding of what business is and does.

Task 1: Complete the basic numeracy test

[Click here](#) and take an initial numeracy test. The answers are on the document so you can self-assess. This will help you to identify your current strengths and weaknesses. Keep this as a record for your teacher, and don't worry about the mark you get.

Task 2: Business-related research

To show your passion for the subject, you need to carry out the following business studies research by doing any of the activities below:

- A. Visiting a place of interest (virtually) such as London: click [here](#).

- B. Reading any of the following:
 - The Everything Store: Jeff Bezos and the Age of Amazon (Brad Stone)
 - The Great Convergence: Information Technology and the New Globalization (Richard Baldwin)
 - The Upstarts: How Uber and Airbnb are changing the world (Brad Stone)
 - The 7 Habits of Highly Effective People Paperback Stephen R. Covey, 2004

- C. Watching a film such as:
The Founder, The Internship, The Social Network, or Steve Jobs
(All available on Netflix).

- D. Any of the following:
 - Watch [Dragon's Den](#)
 - Watch [Inside the Factory](#)
 - Listen to BBC Business Daily [podcast](#)

You can either do one of the above tasks or more, but you must write about what you did and how it links to Business Studies.



Extension work

Use the following resources to further develop your knowledge and understanding of the subject.

<https://www.senecalearning.com/>

Create an account and start reading up on Edexcel theme 1, marketing and people.

Complete the activities to test your knowledge.

Task 3: Business Organisations and the impact of the Lockdown

Businesses all over the country are feeling the effects of the Coronavirus as the whole of UK and many parts of the world remain on lockdown. Your task is to investigate the types of businesses in the table below and the impact the lockdown is having on them. A challenge task will be to consider actions that they may take to alleviate the problems they are facing in the short, medium or long.

Create a table like the one below to record your findings:

Type of business ownership	Benefits of this type of ownership	Drawbacks of this type of ownership	Real life examples of this type of ownership (at least 2)	Impact of Coronavirus /Lockdown	Challenge : How can each business respond to ensure the survival of their business?
Sole trader			e.g. hairdresser		
Public Limited Company(PLC) UK			e.g. Morrisons		
Multinational Company			e.g. Disney		