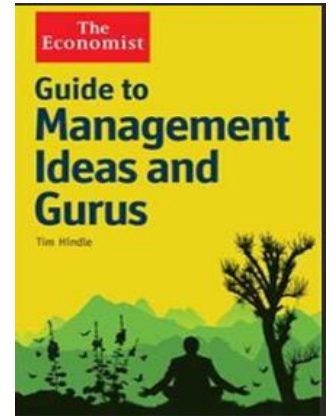




BUSINESS



What is a business?

- A business is defined as an organisation or enterprising entity engaged in commercial, industrial, or professional activities.
- Businesses can be for-profit entities or non-profit organisations that operate to fulfill a charitable mission or further a social cause.
- Businesses range in scale from a sole proprietorship to an international corporation.

The more you can apply business theory to real world scenarios, the better you will be able to evaluate ideas and give yourself the chance of attaining top grade in this subject. To begin this process I have given you the syllabus link and four tasks (A- D) to start now and work on over the summer. These should not take up too much of your time and can be done in any order but will hopefully get you thinking about business issues. **The tasks must be ready to hand in and discuss at the start of your first lesson in September. You will be assessed on the content and presentation of your tasks by the teacher. Furthermore, your fellow classmates will also be involved in the grading process, so be prepared to discuss your work with the class.**

Specification:

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132>

Business Tasks:

Task A – ‘50 Things That Made the Modern Economy’

- Using the website below, listen to **Series 2** over the summer (you can download the series as a podcast if you wish).
- From Series 2, choose what you think are **the most influential 5 ‘things’** that you feel have had the **greatest impact on business**.

- On ppt list the top 5 things, in order of importance, include a relevant picture and in bullet points explain as to why you think they are the most important.

<https://www.bbc.co.uk/programmes/m0005pdd/episodes/player?page=1>

Task B– ‘Strategy’

Produce a ‘Strategy’ booklet on the following:

a) What is Strategy?

Watch the hyperlink video below, make bullet point notes on what strategy actually involves.

- <https://www.youtube.com/watch?v=TD7WSLeQtVw>

b) **Business Strategy Theorists:**

Undertake research on four academics (**Peter Drucker, Michael Porter, Igor Ansoff, & John Paul Kotter**) who have written important work on business strategy.

For each academic, include the following information:

Biography - place of birth, date of birth and death, picture, books written and any other information you find interesting.

Business Theories – summary of key models & theories developed.

Watch the video links below to get an idea as to what the academics believe:

- <https://www.youtube.com/watch?v=HhE2eCqdovw>
- <https://www.youtube.com/watch?v=0ilh5YYDR2o>
- <https://www.youtube.com/watch?v=qbMnw67VpNM>
- <https://www.youtube.com/watch?v=ewAAK06JrSQ>

Task C – Business ‘Story’ Scrapbook

Over the summer, create a **digital (ppt/word processed document etc) or physical (paper based) scrapbook of 20 interesting business stories (articles)** from **at least 5 different news sources**, i.e. not all from BBC News! For each story, you must answer the following:

- i. **Title of 'Story' (article) – underline.**
- ii. **What is the story about (one bullet point sentence approx)?**
- iii. **Why have you picked this story – why do you find it interesting (three sentences approx)?**
- iv. **Date, Author & Source (website/newspaper etc)**

Two free websites that you can use for some of your 'stories' are listed below, you will need to find at least three other sources yourself (can be newspapers/journals/other websites – local or national)

- a) <https://www.bbc.co.uk/news/business/companies>
- b) <https://www.theguardian.com/uk/business>

Task D – Company Profiles 2020

In this task, you are to undertake independent research and **produce a short set of profiles on six business** (choose one business from each of the industry sectors listed below (highlighted in bold)).

- **Fast Moving Consumer Good (FMCG) Companies** – Proctor & Gamble, Nestle SA, Unilever, ABInBev, Pepsico, Coca Cola, Mondelez Int, L'Oriel, JBS etc
- **Car Manufacturers** – Nissan, BMW, Ford, Mercedes, Honda, Toyota, Tesla etc
- **Airlines** – International Airline Group, Virgin, EasyJet, Ryanair, Emirates, American Airlines etc
- **Mobile Phones** – Samsung, Apple, Google, OnePlus, Lenovo, Huawei, HTC, LG, Sony etc
- **High End Fashion** – Burberry, Stella McCartney, Aquascutum, Alexander McQueen, Vivienne Westwood, Guicci, YSL etc

- **Supermarkets** – Tesco, Asda, Morrisons, Waitrose, Co-op, Lidl, Aldi, Marks & Spencer etc

You can choose how to present your profiles (they can be in the form of a written report, a powerpoint presentation or a short video). For each company chosen do your best to include the following:

- i. **Mission Statement** - state the business mission statement or vision.
- ii. **Products/Services** - List what products/brands/services the businesses offers
- iii. **Competition** – outline who are their major competitors in the industry/market
- iv. **Business Organisation** - is the business a PLC/Ltd/Franchise etc, where is the HQ, how many stores/offices/factories/employees does it have, how many/which countries do they operate in?
- v. **Business History** – briefly describe the story from its origins to present date.
- vi. **The Future** - outline what you think the future will be for the business, include evidence (research) such as recent profits or/and market trends/developments/new products etc.