

A Level Business Studies Summer Task 1

To help you start thinking about the Business Studies themes and topics, I would like you to conduct your own investigation into either a business role model or into a business of your choice, one that inspires or interests you.

This task should be presented as a PowerPoint presentation of no more than 6 main content slides. Imagine we have never heard of this entrepreneur or this business.

Possible questions you might want to answer include:

- Which business or business personality/ role model inspires or interests you and why?
- What have they done in their career, give a brief history?
- How was the business started?
- Who owns the business and what does this mean for the business?
- Is the business a primary, secondary, or tertiary sector business?
- What does the business do?
- Is the business a private sector or public sector organisation?
- What is the business' mission statement and what do you think of it?
- What are the aims of the business and do you think these are realistic?
- Who are the main competitors for the business?
- How do the business differentiate themselves? Do they have a USP?
- How does the business measure its success and how successful are they?

It would be great to see a variety of responses, and not all on Richard Branson or Lord Sugar! It doesn't have to be a famous business/ business person.

A Level Business Studies Summer Task 2

Please create a glossary of key terms for Business Studies. Where possible, give a business example to support your definition of each key term. It is important that you are able to provide context in your exam answers, and this will help you to develop that skill, as well as introducing you to some key terms.

Entrepreneur
Marketing mix
Break even
Market research
Qualitative data
Quantitative data
Limited liability
Unlimited liability
Sole trader
Economies of scale
Extrapolation
Horizontal integration
Vertical integration
Globalisation
Glocalisation
Monopoly
Oligopoly
Monopolistic competition

Equilibrium
Social enterprise
Overdrafts
Share capital
Venture capital
Leasing
Trade credit
Debt factoring
Centralisation
Decentralisation
Economies of scale
Diseconomies of scale
Quantitative data
Qualitative data
Extrapolation
Working capital
Capital employed
Shareholder's capital

Context: in the exam, the questions will be in the context of a specific scenario and you must answer in that context in order to score full marks.

A Level Business Studies Summer Task 3

Familiarise yourself with the WJEC EDUQAS website.

There is a section called 'digital resources'. This is very useful information covering key course content.

<http://www.eduqas.co.uk/qualifications/business/as-a-level/>

The screenshot shows the WJEC Eduqas website for AS/A level Business. The navigation menu includes 'QUALIFICATIONS', 'STUDENTS', 'TRAINING', 'ABOUT US', and 'CONTACT US'. A banner at the top encourages students to relate business content to the real world. Below this, there is a link to switch to Eduqas and a 'SUBSCRIBE FOR SUBJECT UPDATES' button. The 'Digital Resources' section is highlighted in the navigation menu and contains a grid of resource links:

Specification and SAMs	Books	Digital Resources	All Course Materials
AS Business Teacher Handbook	A level Business Teacher Handbook	Eduqas Business Teacher Network	
Online Exam Review	Question Bank: create an exam paper	Course Planner	
Business analysis & strategy	Business in a changing world	Business Opportunities	
Business Functions	Command words and assessment objectives	Editable poster templates	
A level tick list	AS level tick list	Quantitative skills	
Business Quote Posters	Using content to develop assessment objective skills		

The information on each component can be found under the following sections:

- Component 1 – Business Opportunities
- Component 1 – Business Functions
- Component 2 – Business Analysis & Strategy
- Component 3 – Business in a Changing World