

## A Level Business - Preparing for the course

The Business team is very much looking forward to you joining our course in September. Some of you will have studied Business at GCSE or BTEC level. For others of you, Business will be a completely new subject. Don't worry – whatever stage you are currently at, we are ready to support you in your learning.

Below you will find a range of resources to help you prepare for your course. It will be useful for you to keep notes to support your learning later as you will be able to draw on relevant business examples when you learn about new theories or working practices. If a specific area of Business appeals to you, do some individual research to find out what is going on – you might want to make yourself an expert on a certain FTSE 100 company or learn about the career of a well-known and successful entrepreneur.

### **BBC Bitesize for Business:**

For students who were studying for GCSE and those just beginning, this is the go-to site for understanding how businesses work and the challenges facing them. There are explanations, short texts and multiple-choice tests to support you. Try to work through as many as you can: <https://www.bbc.co.uk/bitesize/examspecs/zvwb382>  
If you have used Bitesize before and would like to try something different, log on to Seneca, which offers a range of interactive exercises, interesting facts and quizzes. <https://app.senecalearning.com/classroom/course/43f247e5-ef95-4e60-83ad-bd19d5d66b47/section/8658cd10-6b18-4469-87aa-42e57aa81ebf/session>

### **Learning the Jargon:**

Business has its own language which takes some getting used to. Build up your vocabulary and terminology by using this site: <https://www.bbc.co.uk/news/business-15060411>

### **Online reading for the summer:**

One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done anywhere! The question is what to read....

#### APPS for Business



### **News websites for Business**

1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: <https://www.independent.co.uk>
3. The FT: <https://www.ft.com>
4. Reuters: <https://www.reuters.com/>

**Task 1:** Visit the Tutor2U website have a go at completing the biz quizzes - how much do you know about the world of business? Start with the most recent quiz. <https://www.tutor2u.net/business/collections/the-biz-quiz>

**Task 2:** Choose at least 2 companies you have a genuine interest in and create a profile of each company by researching areas such as:

- a) Type of company – sole trader, private limited public limited etc, and where it is based geographically.
- b) Product range - apply the Boston Matrix if you can using Tutor2U  
<https://www.tutor2u.net/business/reference/boston-matrix-and-product-portfolios>
- c) Marketing methods
- d) Financial performance
- e) How has the business been impacted by external factors such as Brexit or Coronavirus

**Task 3:** Consider a leader that interests you, e.g. Sophi Tranchell, Jeff Bezos, Richard Branson, Alexandra Margolis. Research how the leader develops their product/service and how they now influence others.