



A Level Business

These business activities focus on a number of areas within the A level specification. Some of these topics are particularly relevant at a time when businesses are responding to the impact of Covid-19 some in a more ethical way than others. Simply, put your answers and research into a Word Document and keep looking at the business news throughout the summer.

Activity 1: Samsung

Please use the resources provided via the links below to answer the tasks on Samsung and VW.

[Coldfusion - How big is Samsung](#)

[CNN - 5 stunning stats](#)

[FT - Samsung recalls Galaxy Note 7](#)

[Tutor2u - Contingency Planning](#)

Tasks

1. List the different products / services that Samsung produces
2. What fact(s) surprised you the most about Samsung
3. Define the term 'conglomerate'. Why is Samsung a conglomerate?
4. Define the term 'contingency plan'
5. Explain the cause of the problem that Samsung experienced with the Galaxy Note 7
6. Analyse why contingency planning can be beneficial to a company like Samsung in events such as those experienced with the Galaxy Note 7
7. Analyse the limitations of businesses undertaking contingency planning
8. In your judgement, should Samsung use contingency planning to anticipate events such as those experienced with the Galaxy Note 7? Explain your reasoning

Activity 2: VW

[ALUX - 15 Things You Didn't Know About VOLKSWAGEN](#)

[BBC - VW emissions scandal explained](#)

[CNN - Emissions scandal: A timeline](#)

[Autocar - Volkswagen unveils new branding and logo](#)

[Tutor2u - Business Ethics](#)

Tasks

1. List the brands that come under the umbrella of the VW group
2. What fact(s) surprised you the most about VW?
3. Define the term 'business ethics'.
4. Explain the VW emissions scandal in your own words
5. Analyse why putting profits before ethics was very damaging to VW
6. Analyse why VW chose to act unethically - how did they feel they would benefit from fixing their emissions to be lower than they actually were?
7. To what extent do you think that VW's new logo and branding will help improve their brand image?
8. In your judgement, should VW take a more ethical approach to how they conduct their business in the future? Explain your reasoning.

Activity 3: COVID-19 - Business Responses

Below are a few articles / videos detailing how businesses have/are responding to COVID-19. Consider the impact that their decisions will have on the business both in the short and long run. Type up your views and opinions.

[BBC - Super Leeds](#)

[Independent - Tottenham Hotspur](#)

[BBC - Liverpool FC](#)

[Independent - Wetherspoons](#)

[HELLO Magazine - Fashion Brands](#)

[Video - New Balance making Masks not Shoes](#)

[Video - BBC Panorama: The Financial Impact of Covid-19](#)

[Video - Unilever's Response to Covid-19](#)

Identify 3 businesses that have benefitted and 3 businesses that have not benefitted from Covid-19. Explain your choices.

Activity 4: Brands Quiz - Below are some of the top 30 most valuable global brands in 2019 according to Inter brand. However they are not in the correct order. Add numbers from 1 – 15 in each box indicating 1 most valuable and 15 least valuable.

				
				
				

Activity 5: Read the case studies below about the entrepreneurs and their business start-up stories. Then answer the questions below.

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

<https://www.thisismoney.co.uk/money/article-1690592/How-an-entrepreneur-took-on-industry-giants.html>

1. What is an entrepreneur?
2. What characteristics did each entrepreneur have?
3. How important is market research to a start-up?
4. Identify the gap in the market for both start-ups.
5. What methods can entrepreneurs use to raise the finance necessary to start up?
6. What are the biggest obstacles to starting up a successful new business venture?
7. “Without the entrepreneurial skills demonstrated by those in the case studies, these businesses would not have succeeded.” To what extent do you agree with this statement?
8. Research one other entrepreneur who is under 25 years of age and write a paragraph about the start-up.

Activity 6: Your Own Desert Island Companies

You have been stuck on a desert island, but luckily five companies have already set up there. Which five companies do you feel would be most important for you to be happy and survive?

Produce a list of five companies and give your reasons. Rank them in order of importance.

Reading and Recommendations

We recommend you follow useful business news providers such as the BBC, Tutor2U, The Independent, The Guardian, The Economist, Marketing magazine, SKY News etc. Others such as The Times, Telegraph and The Financial Times are good but limit your access please do not pay for a subscription. There are a number of books that are a good read also.

- How They Started: How 30 Good Ideas Became Great Businesses - D Lester
- How They Started: Global Brands Edition: How 21 Good Ideas Became Great Global Businesses - D Lester
- Onward: How Starbucks Fought For Its Life Without Losing Its Soul – H. Schulz
- Management in 10 Words - T. Leahy
- The Everything Store: Jeff Bezos and the Age of Amazon – B. Stone
- The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World – B. Stone
- Alibaba: The House That Jack Ma Built Paperback – D Clark

There are also a number of excellent autobiographies written by famous entrepreneurs and we are confident you will find one in an industry or of a person that will interest you.

Recommended Television shows/videos to watch

BBC Panorama, Ch4 and BBC Business programmes and documentaries e.g. Inside the Factory, Radio 4 Today, Radio 4 The Bottom Line, Radio 4 More or Less (we will see an increase in Business programmes in the next few months).

About the subject

Business is a popular course that is firmly grounded in the reality of the “dynamic” business environment. You will learn subject content alongside real business events which brings the theory to life. Students achieve excellent results. You will be taught in dedicated rooms with computers to use regularly to keep up-to-date with business news. The subject explores the challenges and issues of starting and running a business and examines the impact on different functional areas including Human Resources, Finance, Marketing and Operations.

Course Title: A Level Business Exam board & website: Edexcel

<https://qualifications.pearson.com/en/home.html>

The Business A level is assessed by 3 examinations at the end of the two year course. The third examination will have a pre released case study. You will study 4 different themes over the 2 years.

If you intend to join us in A Level Business you will need 2 large ring binders, dividers and plastic wallets and we look forward to welcoming you onto the course.

Theme 1: Marketing and people	Theme 2: Managing business activities
Students will develop an understanding of: <ul style="list-style-type: none">• meeting customer needs• the market• marketing mix and strategy• managing people• entrepreneurs and leaders.	Students will develop an understanding of: <ul style="list-style-type: none">• raising finance• financial planning• managing finance• resource management• external influences.
Theme 3: Business decisions and strategy	Theme 4: Global business
This theme develops the concepts introduced in Theme 2. Students will develop an understanding of: <ul style="list-style-type: none">• business objectives and strategy• business growth• decision-making techniques• influences on business decisions• assessing competitiveness• managing change.	This theme develops the concepts introduced in Theme 1. Students will develop an understanding of: <ul style="list-style-type: none">• globalisation• global markets and business expansion• global marketing• global industries and companies (multinational corporations).