

A level Bridging Work

Business

Task 1

Use the following Quizlet sets to revise all GCSE Business terminology, then complete the RAG rating grid (on three separate occasions) to rate your understanding. (R = Lots of work needed, A = Some improvement needed, G = Confident)

Formulae: <https://quizlet.com/6gn8pm?x=1jqt&i=cndpb>

Unit 1 – Business in the Real World: <https://quizlet.com/3zg95l?x=1jqt&i=cndpb>

Unit 2 – Influences on Business: <https://quizlet.com/4fbtg6?x=1jqt&i=cndpb>

Unit 3 – Business Operations: <https://quizlet.com/511tnq?x=1jqt&i=cndpb>

Unit 4 – Human Resources: <https://quizlet.com/4r7hwh?x=1jqt&i=cndpb>

Unit 5 – Marketing: <https://quizlet.com/511uti?x=1jqt&i=cndpb>

Unit 6 – Finance: <https://quizlet.com/51canx?x=1jqt&i=cndpb>

	RAG 1	RAG 2	RAG 3
Formulae			
Unit 1			
Unit 2			
Unit 3			
Unit 4			
Unit 5			
Unit 6			

Task 2

Using your revision/knowledge acquired in **Task 1**, produce a short PowerPoint presentation OR leaflet (no more than 5 slides/2 sides A4) as an “idiot’s guide” to Business for someone who has never studied Business before.

You should include:

- Some of the key terminology required to have a basic understanding of the subject
- An explanation of why businesses exist, and what they might aim to do
- Some of the main factors that might impact on and influence business decisions
- Some of the key groups of people who influence businesses and their decisions
- Some example businesses and their products/services to help illustrate your points

Task 3

“A company’s product is secondary to a company’s brand. A strong brand can sell anything”.
 Do you agree?

Globally, businesses are having to come up with more and more creative methods of generating a buzz around their brand. As people move away from traditional media such as live TV and print media big brands are employing more unconventional methods of grabbing our attention.

Traditionally, businesses would have focused heavily on product development and launched a structure advertising campaign over a sustained period of time. However as technology constantly develops and evolves so must business models. This can cover everything from the ownership and funding models employed to the methods of marketing and distributing a product.

In preparation for your A Level Business studies, you need to choose one of the ability level questions overleaf to answer and submit in September. Your word count is 500 words +/- 10%. You must reference any sources used as "(AUTHOR NAME, YEAR)" in text after a quote/point being made, and then give a full list of your references in a bibliography at the end of your work, e.g.

Name of Article/Resource (Author(s)), Year (Full Link). Last Accessed
[A Level Bridging Work (J Sinfield, M Shafto) 2019. Last Accessed 10/06/2019]

RESOURCES

<https://www.tutor2u.net/business/topics>

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

<https://www.marketingweek.com/2019/05/17/brewdog-boots-asda-5-things-that-mattered-this-week-and-why/#>

<https://www.moreaboutadvertising.com/2019/06/tom-ewing-of-system-1-do-anti-ads-like-brewdog-lead-to-a-crisis-of-authenticity/>

<https://www.morningadvertiser.co.uk/Article/2019/02/19/BrewDog-announces-first-Development-Fund-partner>

How has Brewdog developed its brand over the last decade? How has it dealt with changes in the business environment?

ESSENTIAL

How was the business started?

What is the ownership structure and how were they funded?

What are their main operations? How have they grown over the years?

What methods do Brewdog use to promote their brand?

CHALLENGE

How was the business started?

Analyse the ownership structure, how do you think this effects the decision making at Brewdog?

Discuss how they have diversified their operations? Evaluate how they have responded to changes in the market and consumer tastes.

To what extent could the methods that Brewdog use to promote their brand be classed as *disruptive*?

EXTEND

To what extent do you agree with the following statement?

“A company’s product is secondary to a company’s brand. A strong brand can sell anything.”

You must consider the nature of big businesses, the economy and other elements of the external environment.