



ST MICHAEL'S
CATHOLIC SCHOOL

Welcome to Business Studies A Level

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1. Introduction

Welcome to A-Level Business Studies! This course is both exciting and rigorous. To help you transition smoothly, this work pack introduces you to key concepts and develops skills you'll use throughout the course. This work must be completed over the summer and will form the foundation of your first term in Year 12.

2. Expectations & Guidance

- Complete all core tasks in full, neatly and thoughtfully.
- Spend at least 8–10 hours on this work.
- Tasks may be handwritten or typed.
- Bring your completed work in a folder to your first lesson in September.

3. Core Concept Tasks

Task 1: What is a Business?

Define the following key terms in your own words (3–4 lines each) and give a real-life example of each: Business, Entrepreneur, Goods vs Services, Profit, Revenue, Costs (Fixed and Variable), Market, Customer vs Consumer.

Task 2: Business Objectives

Research and explain the main business objectives, including: Survival, Profit maximisation, Growth, Social and ethical objectives, Shareholder value. Provide examples of businesses that might prioritise each.

Task 3: Stakeholders

Define a stakeholder. Identify at least 6 different stakeholders and explain their interest in a business like Tesco or Apple. Create a stakeholder map (Power/Interest grid) for one of those businesses.

Task 4: Ownership Types

Create a comparison table that outlines the key features, advantages, and disadvantages of: Sole trader, Partnership, Private limited company (Ltd), Public limited company (PLC), Not-for-profit organisations.

Task 5: Business Environment

Write a short essay (300–400 words) explaining how external factors (PESTLE: Political, Economic, Social, Technological, Legal, Environmental) affect business decisions. Use a recent example from the news.

4. Independent Research Assignment

Choose a UK business (can be local or national). Prepare a mini report (600–800 words) including:

- Brief overview of the business (sector, size, ownership)
- Its main products/services
- Target customers
- Key competitors
- Business objectives
- Current challenges or opportunities (use recent news or articles)

Include at least 2 sources in a bibliography.

5. Stretch & Challenge Tasks

Complete at least one of the following:

- Case Study Analysis: Research the collapse of a well-known business (e.g., Debenhams, Toys R Us, Wilko) and explain what went wrong using business terminology.
- Ethics in Business Debate: Write a balanced argument: “Can businesses be ethical and profitable?” Use examples.
- Entrepreneurship Idea Pitch: Create an outline for a new business idea including: name, USP, target market, pricing strategy, marketing ideas, estimated costs and revenue.

6. Recommended Reading & Viewing

- Books: 'Business for A-Level' by Ian Marcouse, 'Shoe Dog' by Phil Knight, 'The Intelligent Investor' by Benjamin Graham.
- Watch: BBC's Dragons' Den, Netflix's Inside Bill's Brain: Decoding Bill Gates, YouTube: Two Teachers, Bizconsesh.
- Websites: BBC Business News, The Guardian Business.

7. Submission Checklist

- ✓ All tasks completed clearly and thoughtfully
- ✓ Research assignment typed and referenced
- ✓ One stretch & challenge task completed
- ✓ Work organised in a folder with your name
- ✓ Ready to hand in on first day back

