



## Year 12 Sixth Form Induction sessions 2024

**Course Leader: Mr M Brown**

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Subject	A-level Business
<b>Summer tasks</b>	<p>Create two short reports: a) on an entrepreneur and b) on a FTSE 100/250 business. The business chosen in section b) does not have to be associated with the entrepreneur in section a) :</p> <p>Section A – An Entrepreneur</p> <ol style="list-style-type: none"><li>1. A description of the entrepreneur and their history in business.</li><li>2. An analysis of why the business and entrepreneur are successful.</li><li>3. An evaluation of what was the most important factor contributing to the entrepreneur's success.</li></ol> <p>Section 2 – FTSE 100 or FTSE 250 Business</p> <ol style="list-style-type: none"><li>1. A description of the market the business operates in (e.g. market share, competitors, consumer trends) and any other relevant information</li><li>2. An analysis of changes happening in the market and how this might affect the business. This may include recent developments since March 2020.</li><li>3. An analysis of the businesses Corporate Social Responsibility (CSR) both in general and during recent events like the cost of living crisis.</li><li>4. An analysis of any other external factors that might have an impact on the business, other than those analysed in the three questions above.</li><li>5. An evaluation and supported judgement of whether you think the business is going to continue being successful</li></ol> <p>This research can be in the form of a presentation which includes images and videos, and some speaker notes.</p>
<b>Key materials/ texts needed for AS/BTEC course</b>	<p>Revise Edexcel AS/A level Business Revision Guide &amp; Workbook (2015) by Andrew Redfern (COMPULSORY)</p> <p>Laptop</p>
<b>Suggested extra reading</b>	<p><i>The Lean Startup – Eric Reis</i></p> <p><i>Beer mat entrepreneur – Mike Southon</i></p> <p><i>Good to Great – Jim Collins</i></p> <p>Edexcel AS/A level Business 5<sup>th</sup> edition Student Book and ActiveBook by Dave Hall (For more in-depth knowledge of the course but is NOT COMPULSORY)</p>