

2023 Year 12 Pre-Joining Transition Tasks: A-Level Business



Read:

A Level Business Specification <https://www.eduqas.co.uk/media/h4mljngz/eduqas-a-business-spec-from-2015.pdf>.

Read up on the latest business news stories - <https://www.bbc.co.uk/news/business>.

Write:

1. Produce a Report explaining what Marketing is and, in particular, how a business of your choice uses the Marketing Mix (also known as the 4P's). Email this report to Mr Walker on your return to school in September - jwalker1@holly-lodge.org.

2. Choose a well-known Entrepreneur and prepare a slideshow, in which you describe them, explain their activities and comment on what makes them an Entrepreneur. You will be expected to verbally present your findings when you return to school in September; this needs to be between 5 - 10 minutes.



Listen:

Understanding the Economy: Pricing and Discounting - <https://www.bbc.co.uk/sounds/play/m001hwzj>

Is a four-day working week the future? - <https://www.bbc.co.uk/sounds/play/w3ct4n81>



Watch:

This clip explains the different sources of finance available to an organisation when setting up a new business or financing a new project in an existing business -

<https://www.youtube.com/watch?v=vpehy2vuGQ>.

