

Summer Transition Activity – A Level Business

Due in FIRST lesson back in September.

I love Business Studies, and I want you to show me that you do too! It's a dynamic subject, and there are always inspiring things happening in the world of business. **We can't rely on text books alone – A* students know what's going on!**

Task 1 – Choose a business

Choose a large, global business that you are interested in. You will often need to apply theory to real businesses, so it is good to know a few things about them! Research just a few key facts:

1. Brief Biography of the company

The founders

The current size, ownership structure and scale

The countries it operates in

The industry in which they operate & their main products/services

2. Chronology

*Potted **key** history of the company from foundation to current day – listing their most recent “strategic decision” that you can find in the news.*

If you are using a website, make sure you look at their “corporate” website and not the retail site. This can be the first item in your scrapbook – see below.

Task 2 - Start a “BUSINESS SCRAPBOOK”

Show me that you have an interest in the subject and will contribute to lessons by sharing current business news, product developments and interesting facts. You need 6 entries in your scrap book, spread over the 6 weeks. **Be prepared to share your scrapbook with the class.**

This scrap book will be a living document that you add to throughout the course. It will be a way of staying up-to-date, and will be an excellent source of real-life examples to link to theory and use in essays.

You might include:

Newspaper or web-site cuttings, blog entries, twitter feeds, company press releases, new products, internal company communications, actual packaging, and advertisements .pretty much anything you can think of.

Here are a few examples:



Cineworld screens stay open despite administration

The struggling cinema chain is undergoing a restructure as it tries to escape huge debts.

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- Cineworld drops sale after failing to find buyer
- Cineworld confirms it is considering bankruptcy
- Cineworld shares plunge on bankruptcy fears



Heathrow security staff call off strikes

Security staff at Heathrow will no longer strike after accepting an improved pay offer.

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Vegan 'cheese' market booms as demand grows



UK microchip firms call for millions in investment

🕒 9 March 2023 | Business