

Coombe Wood Year 12 Bridging Work - A level Business

SUBJECT: Business Studies

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We recommend you purchase the following textbook for this subject area:

AS and A-Level Business: Edexcel Complete Revision & Practice with Online Edition

https://www.cgpbooks.co.uk/secondary-books/as-and-a-level/business?sort=best_selling&quantity=36&page=1&view=grid¤tFilter=ExamBoard_143&filter_exam%20board=ExamBoard_143

All bridging work must be completed by 16/9 and forms part of your Pupil Passport at Coombe Wood Sixth Form.

BRIDGING TASKS

Task 1 - Business key terms

For each of the key words below write down what they mean in the context of business and give an extended paragraph with an example to demonstrate your understanding.

- Stakeholders
- Revenue
- Profit
- Cash flow
- Productivity
- Supply and Demand
- Market size
- Market share

Task 2 - Financing a business

Starting up a new business can be very expensive and so in order to do this, entrepreneurs will need to look into different ways to finance their business. Below are 7 different methods entrepreneurs can use to finance a start up business:

1. Owner's Capital (for sole traders/partnerships)
2. Bank Loan
3. Venture Capital
4. Share Capital (for limited companies)
5. Leasing
6. Hire Purchase
7. Crowdfunding

For each method you need to: - Define it - Give advantages and disadvantages of using this method of finance - Find an example of a business that has used it.

Task 3 - What happened to businesses as a result of Covid?

Watch 'Business' on the Brink' here:

<https://www.youtube.com/watch?v=KT9NaLVhwHI>

Explain what the effects COVID had on each of the businesses and how they reacted to it. Conduct research on two extra businesses of your choice to understand how COVID affected them and what changes they have made since then.

Task 4 - Functions of a large business

All large businesses will have various functional areas. A functional area is a department or group of personnel tasked with a specific organisational function. The main functional areas within a business are:

- Human resources
- Finance
- Operations
- Marketing
- Logistics
- Procurement

You need to research the roles and responsibilities of each functional area and write a paragraph for each, explaining what they do. Use Asda's functions and departments to help you with your explanations: <https://www.asda.jobs/everything/we-do/departments>

Task 5 - Motivational theories

Part 1

Write a short summary (5–6 sentences each) explaining the following 4 main motivational theories:

1. Taylor's Scientific Management

Focus: Money is the main motivator

Idea: Employees should be given simple tasks and rewarded based on output (piece rate)

2. Maslow's Hierarchy of Needs

Focus: Employees have different levels of needs

Levels: Physiological, Safety, Social, Esteem, Self-actualisation

3. Herzberg's Two-Factor Theory

Focus: Motivators (achievement, recognition) and Hygiene Factors (pay, conditions)

Motivation increases when hygiene factors are met and motivators are present

4. Mayo's Human Relations Theory

Focus: Social needs and teamwork

Based on Hawthorne Studies: productivity improves when employees feel valued and involved

Part 2

Using Google vs McDonald's briefly describe the business, explain how they motivate employees (pay, promotion, perks, environment, team structures, etc.). Link their strategies to motivational theories (e.g. "Google's focus on self-development links to Maslow's self-actualisation...")

Extra Activities

Below you will find a list of things to read, watch or listen to in order to broaden your knowledge of business. We do not expect you to explore all of them but have a look and see what takes your interest!

Documentaries

- The Nine to Five with Stacey Dooley - BBC iplayer
- Tricky Business - <https://www.channel4.com/programmes/tricky-business> (4OD) • Beauty Laid Bare - BBC IPlayer
- Inside Cadbury chocolate secrets unwrapped - <https://www.youtube.com/watch?v=BB3lJuMNUEk>
- Food unwrapped - Channel 4 on demand
- Inside the supermarket - https://www.youtube.com/watch?v=_qwucutFTsQ
- BBC Panorama Amazon The Truth Behind the Click – <https://www.youtube.com/watch?v=JwrUYS9UTeU>
- Pepsi vs Coke – Amazon prime video

Films

- The Founder– Amazon prime video or Netflix – Franchising
- Deep Water Horizon - Amazon prime video – Ethical issues
- Trump – What's the deal – Amazon prime video
- The Internship – Amazon Prime video
- The Social Network – Netflix
- The Big Short – Netflix
- The Great Hack – Netflix

Books/Audiobooks

- Anyone can do it – Duncan Bannatyne
- The Rise And Fall Of Marks & Spencer: and How It Rose Again – Judi Bevan
- What You See Is What You Get: My Autobiography by Alan sugar
- The Virgin Way – Richard Branson Audiobook FREE - <https://www.youtube.com/watch?v=5wz40rdz7i4>
- The New One Minute Manager – Blanchard & Johnson Audio Book FREE - <https://www.youtube.com/watch?v=ar4lrwXM4ao>
- Wake Up and Change Your Life by Duncan Bannatyne Audio Book FREE - https://www.youtube.com/watch?v=zqLVkMeJwE4&list=PLosYIlgqowJvECmirOpdII_Ynw5Lb4M-Tf&index=10&t=0s