

## EDEXCEL GCE Business Bridging Work

**Specification Code:** 9BSO

### **Specification Link:**

[https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694\\_GCE2015\\_A\\_BUS\\_WEB.PDF](https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694_GCE2015_A_BUS_WEB.PDF)

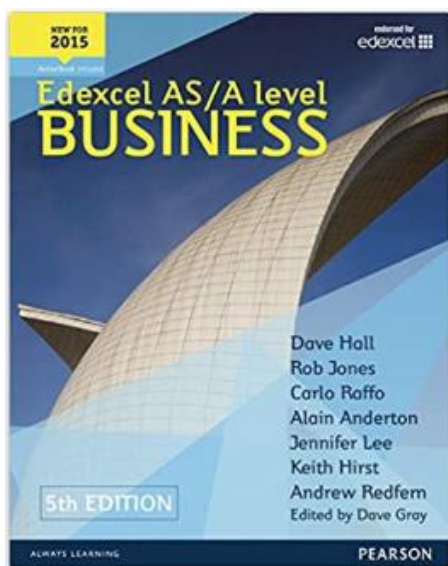
### **Core Text(s)**

This is the textbook for the GCE Business specification – please order as soon as you can to ensure it is delivered before you start the course in September.

### **Edexcel AS/A level Business 5th edition Student Book and ActiveBook Paperback**

**Authors:** Hall, Jones and Raffo

**ISBN:** 978-1-4479-8354-5



### **Bridging Work (to be submitted in your first lesson in September)**

Thank you for choosing A level business. We hope that you are watching the news each day and keeping up to date with what is going on in the economy and how this is impacting businesses.

We have set you some tasks below for you to complete whilst we are isolating. Please bring these in on your first day to discuss with your colleagues.

We would like to remind students – it does not matter whether you took GCSE business / CNAT Enterprise & Marketing. We find this makes no difference to your results in Year 13. It's just about working hard throughout Sixth form.

#### **Activity 1**

Before setting a business strategy the organisation will need to review their current situation. A good place to start is creating a SWOT analysis

1. Watch this video to find out more (<https://www.youtube.com/watch?v=Za3FVNbn6Q4>). Stop at 4 mins 50 sec to complete your own SWOT then compare it to the demonstration



2. Choose a business that you are interested in e.g. Nike; Tesla; Apple
3. Conduct a detailed research into the business and market and create a SWOT for the organisation of your choice.

## Activity 2

In A level business we will study various functions such as Human Resources, Finance, Operations and Marketing. For your next task we will have an overview of the Marketing team's responsibilities.

4. The Marketing department will have to ensure they get 4 elements of their strategy right. This is known as the 4Ps (Product, Price, Place & Promotion). Click on this link to find out more <https://www.youtube.com/watch?v=4TYWhZ3IFhc>



5. Choose a business that you are interested in e.g. Nike; Tesla; Apple
6. Research your chosen business and the market they operate in and present what their current 4Ps are (this could be a powerpoint)
7. Present what you think they should do going forward with their 4Ps. What should they change & why. What should they keep the same & why?