**Business: Home Learning Pack**

I am delighted that you have shown an interest in studying Business in our sixth form. In order to get you thinking about the subject, I have drawn up a **challenge pack** to help you prepare for the 6th form.

**For a look at the syllabus:**

* <https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132>

**Useful websites/apps- register now:**

* Register with <http://www.tutor2u.net>, a Business Studies blog especially written for students. A daily blog will be sent to you with interesting news articles that tie into the syllabus, comments from examiners and (later) tips and support for exam modules
* For (business) news stories use the BBC website <http://news.bbc.co.uk>

During these unprecedented times it’s important to keep going and know we will be back to normal soon.

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**Home Learning Activities Challenges**



1. Image result for news**A Week in Business**

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| Select 7 pictures, one for each day to represent a **business** news story. (See if there is something different happening not just Covid 19!) |
| For each story, write a brief commentary/explanation:   * What is happening * What has it got to do with business * Why is it important? |
| Select the story that you found most interesting. Why was this? |
| Create a poster or PPT showing your pictures and comments |

1. **Comparing Businesses**
2. Choose TWO contrasting companies and research them to find out the following – their mission and aims;ownership type, Revenue, Profit, Number of employees, size and scale, name of leader (CEO), products and services they offer.
3. Create a table to illustrate the similarities and differences between the businesses

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| --- | --- | --- |
|  | Your own choice |  |
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1. **Entrepreneurs and Leaders**

Research three of these business people and create a brief profile of each including:

1. What have they done?
2. Why are they an entrepreneur?
3. How did they do it?
4. What you think has contributed to their success?
5. What is their net worth?

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| **Entrepreneurs** | | |
| **Bill Gates** | **Evan Spiegel** | **Jeff Bezos** |
| **Larry Page** | **Simon Nixon** | **Susan Wojcicki** |
| **Kylie Jenner** | **Elon Musk** | **Fraser Doherty** |
| **Martha Lane Fox** | **Richard Reed** | **Levi Roots** |

**Research Activity:**

The aim is to develop your research skills, encourage you to find out about a larger business you may not be familiar with and to write a report on the business.

News links:

<https://www.bbc.co.uk/news/business>

<https://www.telegraph.co.uk/business/>

<https://www.independent.co.uk/news/business>

|  |
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| 1. Choose ONE of the following businesses:   Associated British Foods <https://www.abf.co.uk/>  Tata Group <https://www.tata.com/>  Unilever <https://www.unilever.com/> |
| 1. **Background to the business: research some basic facts*:***  * Research the term “Annual Report for (your chosen business”) * Download the PDF * Read the chairman’s and CEO message at front of the report * Look through the pack to find the financial information (Income statement) this will show the revenue and profit. * Investigate the range of products / services they offer   **Explain the following**   * What does the business do? (look at their full range of products and services) * How large is it? (Number of stores, employees etc.) * Where is it based? * What are its key objectives? (Hint: look in the Chairman’s statement in the annual report) |
| 1. **How successful is it?**Give evidence (Think about numbers: sales revenue, profit, market share etc. and get facts and figures). *See if you can compare them to a large competitor.* |
| 1. **Has it become more or less successful over the last few years?**   *(again, get evidence from annual report, compare financial figure such as revenue and profit for a few years)* |
| 1. **What do you think are the key factors that might affect its success and why?**   *Think about the markets it is in, competitors****,*** *Government regulation, the economy, its financial situation etc.* |
| 1. **Evaluate the impact the coronavirus has or will have on this business.**   To what extent will CV-10 impact in this business in the short term and in the long term? |
| 1. Write your report; Title: Business Insight: COMPANY NAME  * Prepare a report, based on the headings in this table * No more than 3 pages. * This should be typed in font size 12 with clear headings and sub-headings. * This MUST be in your own words – not copy and pasted from the internet (unless you are using a quote or image, in which case you must state the exact URL.) |