

A-level Business Summer Work

A-level Business is a subject that is easily applicable to what is happening in the real-world. Every day around the globe, new businesses are started, existing businesses grow and old businesses close. As such, as a-level business students it is important for us to understand the reasoning behind the decisions that businesses take.

Task 1.

Your task is to select a business of your choice (this cannot be Apple or Samsung). You are going to perform some in-depth research into that company, looking at its history, and the decisions they have made at different points throughout their history.

This information will not necessarily all be in one place, therefore you will be developing the key skills of finding and interpreting information to help you build an overall picture of that company.

This should be displayed as a timeline and can either be hand-drawn or done on the computer, and then printed ready to submit during the first lesson.

Task 2.

On your timeline you are going to add some annotations. These are going to be detailed comments that will require you to develop your analytical skill. At each key event on your timeline, your comment should include:

- Why you think the company took the decision they did
 - The risks with taking the decision they did
 - What could have been an alternative decision they took.
-

Task 3.

A key feature of the a-level Business course, is being able to evaluate the best course of action for a business to take in the future. This task will test your evaluative skills in that respect.

Imagine the business you are researching survives into the future. You need to recommend out of the following options, which is the best course of action for the business. Should they:

- Grow organically
- Grow inorganically
- Diversify.

To start with you will need to research the above terms to ensure you understand what each method means. You will then need to write an evaluative report that should be one side of A4. This should include the positives and negatives for your business of at least 2 of the above methods, and a decision about which you are recommending and why.

Summary

By completing the above tasks, you will start to develop some of the necessary skills required in A-level Business. In short you will have been able to pick out and interpret relevant information, analyse why business have made certain decisions and evaluated what actions they may take in the future. You should be prepared to hand in both your timeline, annotations and evaluative report on the first lesson in September.