

Summer Task for Business studies

Whether you study business at GCSE, A level or further all the way up to PHD level you are always tested on FOUR basic skills:



1. Knowledge - your ability to know and use key terms or concepts
2. Application - your ability to contextualise any work
3. Analysis - your ability to investigate the causes, consequences or costs of a proposed or actual business decision
4. Evaluation - your ability to make a reasoned judgement - this is based on something that has demonstrated good knowledge, has been analysed in context and therefore this skill utilises all of the other skills.

Your summer task will enable you to use ALL of the above skills.

The summer task is the FIRST time we would have assessed your work and this forms a BIG part of our first impression of you as a student.

Thus:

- This summer task DOES matter
- This summer task WILL create our first impressions of you as a student
- This summer task WILL influence our impression of you as a student if you do not make any EFFORT

We say this every year and students choose to ignore us?

A levels are MUCH more difficult than GCSE qualifications as you have to study more in depth and the assessment skills are much more challenging - as teachers we do not say this to make you think these qualifications are just harder - they ARE HARDER!

If you read this message fully and tell me what you have read, you get a sweetie too.

Your actual summer task then

1. Pick a topic from the AS syllabus - this is the Edexcel Business studies qualification. The web address is on the Sixth form promotional brochure or here - <http://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html#tab-1> E.g. this is from the actual syllabus

1.1 Meeting customer needs

The market

a) Mass markets and niche markets:

- characteristics
- market size and market share
- brands

b) Dynamic markets:

- online retailing
- how markets change
- innovation and market growth
- adapting to change

c) How competition affects the market

d) The difference between risk and uncertainty

2. Collect a news article related to this topic E.g.

Go to this article that I researched from the BBC website about OPEC and its MARKET SHARE - <http://www.bbc.co.uk/news/world-middle-east-32973202>

OR

Go to this article about MASS marketing and the stopping of production of MG Rover cars - <http://www.bbc.co.uk/news/uk-england-32133364> The article then goes on to look at the RISE of JLR and its success.

3. Analyse this article using the relevant key term or key terms - I will show you how to do this in the taster lesson AND there is a plan of one at the bottom of this sheet about MG Rover
 - a. Analysis will mean doing this:
 - i. Summarise the main points in the article - what is it telling us?
 - ii. How does the key term or concept relate to this?
 - iii. Look at the part the key term plays in the article and explain its relevance
 - iv. Analysis will be explaining the causes/consequences/costs of what is happening
5. Evaluate the article - what is the impact of whatever is happening have on the various stakeholders - whoever they are? Short term BAD but in the longer term?

WHAT YOU NEED TO DO NEXT?

Write a report covering these points:

- Define and explain the key term (from the syllabus)
- Explain, using examples AND data if possible, what is going on in the article - summarise the main issues and points (the skill of comprehension)
- Evaluate what the impact of the issue is in the article on a number of different stakeholders (maybe define this too)

E.g.

A plan for the MG Rover/JLR article (you would write this out in FULL)

- KNOWLEDGE - Mass marketing is when a business sells to the whole of the market - in this case cars. The business tries to sell to all parts of the market using a range of appropriate media. The opposite of NICHE marketing.
- APPLICATION - For JLR this is selling their Jaguar Land Rover cars and competing against all the main car manufacturers such as Toyota, Nissan, Renault, Ford, Vauxhall etc and in direct competition to them using their range of cars. E.g. they would have had a model selling cars directly against the Ford Focus and the other manufacturers' family car. They would have had to sell thousands to compete.
- ANALYSIS - explaining the impact of this NOT happening anymore on different stakeholders. The effect was BAD at first BUT then not as bad as first seemed and now JLR are opening up it is much better because.....
- EVALUATING the impact - this would mean making a reasoned judgement as the impact e.g.
 - In the short term?
 - In the longer term?
 - Has someone suffered most/least?
 - Has someone benefitted most/least?
 - Overall - what has been the total result of this happening?

TIP - for different articles, dependent on the topic, your analysis will look different and the evaluation will be different - that is what makes it HARD!

WHAT SHOULD YOU GIVE IN?

1. A report covering all of the tasks from "What Do You Need to Do Next?"
2. The actual article attached - as proof
3. A section at the end explaining the difficulties you encountered doing this
4. A section explaining what you have learned about doing this
5. Your BEST work possible to show off how you are a committed student