Sandringham School
'Everybody can be Somebody'

Year 12 Sixth Form Induction sessions

Course Leader: Mr M Brown

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Subject	**A-level Business**
Summer tasks	Create a presentation on the following: a) on an entrepreneur and b) on a FTSE 100/250 business. The business chosen in section b) does not have to be associated with the entrepreneur in section a) : Section A – An Entrepreneur (2 slides) 1. A description of the entrepreneur and their history in business. 2. An analysis of why the business and entrepreneur are successful. 3. An evaluation of what was the most important factor contributing to the entrepreneur's success. Section 2 – FTSE 100 or FTSE 250 Business (2 slides) 1. A description of the market the business operates in (e.g. market share, competitors, consumer trends) and any other relevant information 2. An analysis of changes happening in the market and how this might affect the business. This may include recent developments since March 2020. 3. An analysis of the businesses Corporate Social Responsibility (CSR) both in general and during recent events like the cost of living crisis. 4. An analysis of any other external factors that might have an impact on the business, other than those analysed in the three questions above. 5. An evaluation and supported judgement of whether you think the business is going to continue being successful The presentation should be no longer than 4 slides long and should mostly contain bullet points of information. You should write a script to go with the slides to support and develop the information you have on the slides. You will be expected to present your work in September.
Key materials/ texts needed for AS/BTEC course	Revise Edexcel AS/A level Business Revision Guide & Workbook (2015) by Andrew Redfern (COMPULSORY) Laptop, Folder
Suggested extra reading	*The Lean Startup – Eric Reis* *Beer mat entrepreneur – Mike Southon* *Good to Great – Jim Collins* Edexcel AS/A level Business 5th edition Student Book and ActiveBook by Dave Hall (For more in-depth knowledge of the course but is NOT COMPULSORY)