

Preparation for A level Business and BTEC Level 3 Business (June 2024)

To help prepare for your Business course in September you could do the following tasks:

- 1) Create a case study of the following industries in the UK
 - a. Supermarkets
 - b. Gas/electricity providers
 - c. Mobile phones
 - d. Confectionary

For each industry you should research the market share and marketing activities.

- 2) There are many Business documentaries/podcasts/films which would be useful to engage with. Some examples:
 - a. Business Daily podcast
 - b. Good Ship Brew Dog - a podcast on BBC Sounds
 - c. Sliced Bread – a podcast which examines the marketing claims of businesses
 - d. Dragons Den
 - e. Air (2023 film)
 - f. The Social Network (2010 film)
 - g. Jobs (2013 film)

- 3) As a Business student you will be given the opportunity to take part in Young Enterprise. This is a national competition which involves groups of students setting up and running their own business. You could use this time to start researching a business idea; company name and logo; suppliers; marketing ideas. It might be a good idea to visit the Young Enterprise website to see which products have been successful in the past.

Equipment for lessons:

- A4 Folder
- Pen, pencil, ruler, highlighter
- Calculator