

A Level Business Bridging work – Year 12 to Year 13

Theme 3

Syllabus area

3.1.1 Corporate objectives

Development and levels

Critical appraisal of objectives and their presentation

3.4.1 Corporate influences

The timescales on which businesses work

Influences on decision-making

Activity 1

- ✓ You should **research a range** of business examples and identify their mission statements.
- ✓ Pick a general aim for the business compatible with this mission and then proceed to **develop a SMART corporate objective** that is plausible.
- ✓ **Combine** this with research on recent news regarding the business's recent strategy, for example Starbucks and their recent decision to expand their North American branches to bars in the evening:
 - www.starbucks.co.uk/about-us/company-information/mission-statement
 - www.starbucks.com/coffeehouse/starbucks-stores/starbucks-evenings/locations
- ✓ You should **also** consider what Starbucks could do as an alternative to the current strategy. How would this alternative be better? What are the risks and rewards?

Assessment 1

- ❖ You need to produce a PowerPoint ready to present on your return in September and in the first lesson.
- ❖ Your presentation needs to be 5 minutes maximum
- ❖ Produce a hand-out A4 single side to submit with your research alongside your findings

Activity 2

Select **ONE** book from the list below (some of these can be bought used from Amazon for 1p). The highlighted ones are easier to read.

BUSINESS STUDIES READING LIST	
100 greatest ideas for effective leadership and management	John Adair
Anyone Can Do It: My Story	Duncan Bannatyne
Competing for the Future	Gary Hamel/C Prahalad
Competitive Strategy: Techniques for Analyzing industries and Competitors	Michael E. Porter
Don't Work and What to Do about It	
Shoe Dog (Nike)	Phil Knight
Freakonomics: A Rogue Economist Explores the Hidden Side of Everything	Steven Levitt/S Dubner
Ali Baba – The house that Jack Ma built	Duncan Clark
Good to Great: Why Some Companies Make the Leap...and Others Don't	Jim Collins
Elon Musk: How the Billionaire CEO of SpaceX and Tesla is Shaping our Future	Ashlee Vance
Losing My Virginity	Richard Branson
No Logo	Naomi Klein
Organizational Culture and Leadership	Edgar H. Stein
Out of the Crisis	W. Edwards Deming
The Everything Store – Jeff Bezos and the age of Amazon	Brad Stone
Tescopoly: How One Shop Came Out on Top and Why It Matters	Andrew Simms
The Bottom Billion: Why the Poorest Countries Are Failing	Paul Collier
The E-Myth Revisited: Why Most Small Businesses Fail	Michael E. Gerber
Steve Jobs: The exclusive biography	Walter Isaacson
The Human Side of Enterprise	Douglas McGregor
The Long Tail: How Endless Choice Is Creating Unlimited Demand	Chris Anderson
The Practice of Management	Peter F. Drucker
How to turn down a billion dollars – The Snapchat Story	Billy Gallagher
The Real Deal	James Caan
The Snowball: Warren Buffett and the Business of Life	Alice Schroeder
The Tipping Point: How Little Things Can Make a Big Difference	Malcolm Gladwell
The Wisdom of Crowds: Why the Many Are Smarter Than the Few and	James Surowieki
The Airbnb Story: How to Disrupt an Industry, Make Billions of Dollars ... and Plenty of Enemies	Leigh Gallagher
Tycoon	Peter Jones
What is Strategy and Does it Matter? (Routledge Series in Management)	Richard Whittington
Who Runs Britain? How the Super-Rich are changing our Lives	Robert Preston
Wikinomics	Don Tapscott
World at your feet	Sabirul Islam
How to be a Bawse – A guide to conquering life	Lilly Singh

Assessment 2

Write a book review (using PPT) on the book that you have read. Highlight:

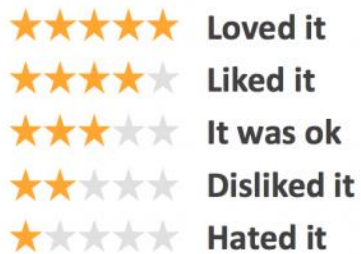
What the book was about?

What was interesting?

What did you learn?

Would you recommend this book?

How many stars would you give it out of 5.



Your presentation should be no longer than 5 minutes.

Activity 3

Keeping up to date with current affairs.

Read the newspaper or online version

Watch the news

Assessment 3

Create an A3 page made up of current businesses in the news. Comment on a range of businesses (minimum of 4). For example 'Debenhams, British Steel, UK car manufacturing, Supermarkets industry (pick one) Marks and Spencers' is very current and relevant to business ethics.

Highlight relevant information on the actual article including the owner of the business.

Type a page summarising what you have learnt, you can use what you have seen on TV in the news to support this. Also identify how it links to your specification.