

## Business Studies Bridging the Gap Year 11 into Year 12 challenges

### **Challenge One: Weekly Activity**

When taking A Level Business it is essential to keep up to date with business news. You can sign up to **tutor2u** and receive a weekly blog of business news and activities. Also you can follow business news on apps such as **Sky News** and **BBC News**.

We would like you to choose **one** business story per week and write a summary of what has happened in **50 words or less**. It must be in your own words.

### **Challenge Two: Understanding Existing Businesses**

There are a multitude of business documentaries available via On Demand services.

Amazon: What they Know About Us (BBC iPlayer)

Iceland: The Market Inside Iceland (Channel 5 On Demand)

Lego: Beyond the Brick (Amazon Prime Video)

Something Ventured (Netflix)

The Pixar Story (Netflix)

Million Dollar Genius

These are a few of the many documentaries available that give an insight into worldwide businesses. Find a business documentary and conduct a short study on the company that you have viewed. Complete a **PowerPoint Presentation** that outline **key findings** about a company. This may be to do with their branding, marketing, their day to day operations. You should have a **5 minute** presentation that can be delivered to the class on the first lesson.

### **Challenge Three: Business Studies Reading List**

Select **ONE (or more)** of these books from the recommended reading list below (some of these can be bought used from Amazon Market Place for 1p). The highlighted ones are easier to read. Write a review of the book that can be shared with other members of the class. Your review should be no more than one side of A4 typed.

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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

### Challenge Four: Observing Businesses

Many businesses are really struggling during this COVID-19 pandemic. Lots of businesses are adapting their practices in order to ensure that they are still able to operate. Create a **case study** on a local business that has adapted their business in order to survive the current climate.

IE – distilleries creating hand sanitisers or selling directly to the consumer, pubs/restaurants moving to takeaway, pubs using their resources to create food boxes etc.

### Challenge Five: Oil Prices

## US oil prices turn negative as demand dries up



**The price of US oil has turned negative for the first time in history.**

That means oil producers are paying buyers to take the commodity off their hands over fears that storage capacity could run out in May.

Demand for oil has all but dried up as lockdowns across the world have kept people inside.

As a result, oil firms have resorted to renting tankers to store the surplus supply and that has forced the price of US oil into negative territory.

Oil is a very complex market, but one that is integral to the running of business across the world.

Do some research into Oil and create a profile of the Oil market. Your profile should include:

1. The varying products and services that rely on oil as either a product on its own or where it is used to make other products?
2. A list of the main oil producing countries plus any relevant information about oil production in those countries
3. How oil prices are determined
4. What the impact is of oil being priced so low – who are the winners and losers and how are they affected.

5. A graph to plot the changes in the oil price since January 2020 through to August 2020
6. Any interesting developments that occur during the corona virus epidemic in relation to the oil market

Your profile should be no more than 2 sides of A4.