

Year 12 Transition

Welcome to Business Studies!

Over the next two years, you will explore how businesses operate, make decisions, grow, compete and adapt in a global environment. This summer, we want you to get a head start by engaging with real-world business examples and sharpening your analytical thinking.

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KS5 Subject:	Business Studies																						
Objectives for Transition Tasks:																							
By the end of summer, you should aim to:																							
<ul style="list-style-type: none">• Understand key themes such as entrepreneurship, marketing, finance, and globalisation.• Become familiar with business terminology and real-world applications.• Start thinking critically about how and why businesses succeed or fail.																							
Watch:																							
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<u>TITLE</u>	<u>AUTHOR</u>	<u>FOCUS</u>
Shoe Dog	Phil Knight	Entrepreneurship, Nike's rise
Business for Dummies	Paul Tiffany	Business concepts made simple
Rebel Ideas	Matthew Syed	Business thinking, diversity
Steve Jobs	Walter Isaacson	Innovation, leadership

Explore – Great Websites:

- www.tutor2u.net/business – Study notes, quizzes, exam help
- www.businessinsider.com – Business news and trends
- www.bbc.co.uk/news/business – UK and global news
- www.ft.com (Free student subscription available)

Introductory Task – Starter Challenge

Task: Business in the News

1. Choose a business story from the past 3 months (e.g. a strike, a takeover, a new product launch).
2. Summarise:
 - What happened?
 - Which business functions are involved (marketing, operations, finance, etc.)?
 - Why is it important?
3. Write up your findings in **300–500 words** or present them as a **PowerPoint (3–5 slides)**.

Aim Higher Task:

Choose a **real business** (e.g. Aldi, Apple, BrewDog, Gymshark, Greggs, etc.).

Research and produce a **detailed profile** that includes:

- Brief history and mission
- Target market
- Key products/services
- Marketing strategies used
- Competitors
- Recent successes or challenges

Conclude with a short analysis:

- What makes this business successful?
- What risks or challenges might it face in the next 2 years?

Present this as either a **written report (800–1000 words)** or a **slide deck (6–10 slides)** with visuals.

DEADLINE FOR TRANSITION TASK: Please bring to your first lesson in September.