

## St Gregory's / The New Sixth Year 11 to Year 12 Bridging Course 2022

<b>Subject</b>	Business
<b>Qualification</b>	A Level
<b>Examining Board</b>	AQA
<b>Specification</b>	<a href="https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132">https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132</a>
<b>HOD/HOKS5</b>	Mr J FitzGerald

<b>TASK</b>	<b>Tasks and Activities</b>
<b>1</b>	<p><b>Leadership Research</b></p> <ol style="list-style-type: none"> <li>1. Research the following leadership styles: autocratic, democratic, laissez faire, paternalistic. Make notes on each and include advantages and disadvantages of each leadership style.</li> <li>2. Conduct specific research into a particular business leader, including: <ul style="list-style-type: none"> <li>• their background (and background to their company)</li> <li>• their leadership style (give examples as to why they display this particular leadership style)</li> <li>• the factors that made them successful</li> <li>• do you think their leadership style contributed to their success?</li> <li>• were there any limitations to their leadership styles?</li> <li>• You can choose any leader you wish, but they need to be a significant business leader. Possible suggestions include: Steve Jobs or Tim Cook (Apple), Satya Nadella or Bill Gates (Microsoft), Dave Lewis (Tesco), Moya Greene (Royal Mail), Elon Musk (Tesla), Warren Buffett (Berkshire Hathaway), Sheryl Sandberg (COO Facebook)</li> </ul> </li> </ol> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• <a href="https://www.tutor2u.net/business/reference/leadership-styles">https://www.tutor2u.net/business/reference/leadership-styles</a></li> </ul>
<b>2</b>	<p><b>Porter's Generic Strategy – cost leadership versus differentiation</b></p> <ol style="list-style-type: none"> <li>1. Explain the term 'competitive advantage' and research and make notes on Porter's Generic Strategies, including cost leadership versus differentiation</li> <li>2. Research one company that pursues a 'cost leadership' strategy and one that pursues a 'differentiation' strategy. Make a PowerPoint presentation including examples of how the business achieves this cost leadership or differentiation advantage (include issues like: high v low cost operations, quality, price, skill level of the workers, branding etc.)</li> </ol> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=V14kuqYEsxE&amp;t=1s">https://www.youtube.com/watch?v=V14kuqYEsxE&amp;t=1s</a></li> <li>• <a href="https://www.tutor2u.net/business/reference/porters-generic-strategies-for-competitive-advantage">https://www.tutor2u.net/business/reference/porters-generic-strategies-for-competitive-advantage</a></li> <li>• PowerPoint attached</li> </ul>

<p><b>3</b></p>	<p><b>In-depth Company Research</b></p> <ul style="list-style-type: none"> <li>• Chose a company that you admire/like/consume their products – it must be an easy to understand business, like Apple, Nike, Microsoft, Tesla, Tesco.</li> <li>• Investigate the following and present in a report or PowerPoint:</li> <li>• A brief background to the company (when founded, how successful are they, etc)</li> <li>• What products/services do they offer? Explain why they have been successful.</li> <li>• Who are the company's main competitors?</li> <li>• Who is their leader? What are the key skills of this leader? Tell us more about her/him</li> <li>• Are they on the stock market? How has their share price been doing over the past 5 years?</li> <li>• Why do you think this company has been so successful?</li> </ul>
<p><b>4</b></p>	<p><b>Business Impact of Covid19 Research</b>, including:</p> <ol style="list-style-type: none"> <li>1. Research the impact of the Covid19 pandemic on two different industries: one that might benefit from it and one that might be damaged from it (suggestions on the PowerPoint slides 5 and 10). Investigate how the business will be impacted:       <ol style="list-style-type: none"> <li>a. What has happened to its sales? Increased/decreased? Why?</li> <li>b. Has their production been damaged by the pandemic? Are its workers able to work / work from home?</li> <li>c. How has this industry been able to adapt to the pandemic? Are they doing things differently? Why? How? Is this new way of doing business working?</li> </ol> </li> <li>2. What has been the government's response to the pandemic? How has it supported workers? How has it supported businesses? e.g. the furlough scheme, etc.</li> </ol> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• PowerPoint attached</li> </ul>

**Useful Tip:** The website **Tutor2u** provides excellent resources on A Level Business. If you need some extra resources about any of the lessons outlined above, simply Google 'Tutor2u' followed by the particular topic and this will link you to lots of relevant resources, notes and videos.