

Business Summer Transition Task

Business is one of the most dynamic and fast-changing subjects you can study. Every day, businesses face new opportunities, challenges, technological developments, economic changes, and shifts in consumer behaviour. As a result, successful Business students do much more than learn theory from a textbook, they actively engage with what is happening in the real world.

Throughout Year 12 and Year 13, students are expected to regularly follow business, economic and current affairs news through newspapers, websites, podcasts, documentaries and other media sources. Developing the habit of wider reading and staying informed about current events is essential for success at Sixth Form level.

Business examinations are based on real organisations operating in real situations. The strongest students are those who can apply business concepts to current events, industries and organisations they have encountered through their own independent research. Building this awareness now will help you develop one of the most important skills in Business: applying theory to the real world.

To help prepare you for studying Business next year, we would like you to complete the following introductory tasks.

An entrepreneur: What is their story?

Find out all that you can about an entrepreneur, the more diverse the better! What characteristics have the entrepreneur shown that have enabled her or him to achieve everything they have achieved?

What are their main motivations? Profit? Other motives? Did they invent something or did they develop someone else's idea?



An economic event

Well, it is an interesting time to do this! Look at the economic **impact** of the current conflict between the USA and Iran. What has happened? Explain/summarise. How will it affect business and consumers? Try to see if there are both positive and negative outcomes, give examples



A new business idea or product

Research a new business idea or product that you are interested in. What is the new product or service? What type of consumers is it aimed at and how do you know this? How successful do you think it will be? Why?



We hope you enjoy your first experience of exploring business beyond the classroom. The more curious you are about the world around you, the more successful you will be in Business. Developing a habit of reading widely, questioning events, and understanding how organisations respond to change will give you a significant advantage throughout your studies and help you become a more informed business thinker.

This real-world awareness is at the heart of both A Level and BTEC Business, so the more you practise now, the easier it will be to analyse, evaluate and apply business concepts when you begin the course in September.

I am genuinely looking forward to teaching you all in September

Mr Christopher Radford