



# Join the AS Business 2023-2024 – Google classroom using the following code: sq6m2ua

AS Business 2021-22

Stream

Classwork

People

Marks



## AS Business 2021-22

Class code 7pic2kc

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### Upcoming

No work due in soon

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Announce something to your class



Laura Arnold  
Yesterday



It was such a pleasure to teach you all today! I hope that it inspired some of you to choose A Level Business. I have had a look through all of your design ideas from today's lesson and we definitely have some budding entrepreneurs in the making!

I really enjoyed today's lesson with you all and am hoping to see many of you again in September!

# Task 1: Complete this table weekly

<https://www.bbc.co.uk/news>

	<u>Article 1</u>	<u>Article 2</u>
<u>Companies</u> <a href="https://www.bbc.co.uk/news/business/companies">https://www.bbc.co.uk/news/business/companies</a>	E.g. Aldi looks at online move as shopping habits change Write your summary here....	E.g. Tesco joins Morrison's to limit sales of some items Write your summary here....
<u>Economy</u> <a href="https://www.bbc.co.uk/news/business/economy">https://www.bbc.co.uk/news/business/economy</a>		
<u>Technology of business</u> <a href="https://www.bbc.co.uk/news/business-11428889">https://www.bbc.co.uk/news/business-11428889</a>		
<u>Global trade</u> <a href="https://www.bbc.co.uk/news/business-38507481">https://www.bbc.co.uk/news/business-38507481</a>		

## Task 2: Apps & BBC news live

- Download the following apps: Twitter: follow Time2resources, revision station & Tutor2U Business
- Download BBC business news & Sky news apps, (turn notifications – ON for all apps – read alerts daily.)
- BBC news Live - <https://www.bbc.co.uk/iplayer/live/bbcnews>





# Task 3: Dragons Den -

<https://www.bbc.co.uk/programmes/b006vq92>

1. Choose your favourite pitch from an episode of Dragons Den.
2. What was the business called and what product or service did it provide to customers?
3. Paragraph 1 – Finance e.g. what % share capital for what £ investment?
4. Paragraph 2 – Marketing – what was the product, where were they going to sell it?
5. Paragraph 3 - Operations - how many units were they going to produce the product or provide the service, did the product have a patent, copyright etc.?
6. Paragraph 4 – People – How many staff did they need, what type of job roles (who would they need to recruit?)

The screenshot shows the BBC One website for the Dragons' Den program. The top navigation bar includes the BBC logo, a location indicator (LA), and links for Home, News, Sport, Weather, iPlayer, Sounds, CBBC, and More. A search bar is located on the right. The main header features the 'one' logo and the title 'DRAGONS' DEN' in a large, stylized font. Below the header is a navigation menu with links for Home, Episodes, Clips, Galleries, About the Show, The Dragons, and Apply. The main content area is divided into two columns. The left column shows a large image of the Dragons' Den set with several people. Below this image is a caption: 'Budding entrepreneurs get three minutes to pitch their business ideas to five multimillionaires who are willing to invest their own cash.' The right column is titled 'On iPlayer' and 'Next on'. It features two episode thumbnails: 'Episode 11 Series 18' and 'Episode 12 Series 18'. Episode 12 is marked as 'NEW' and includes the text 'THURSDAY 21.00 BBC ONE'. At the bottom of the right column, there are two buttons: 'All available episodes (17 total)' and 'Upcoming episodes (4 total)'. The footer includes the text 'Find us at' followed by social media icons for Twitter and Facebook.

# Task 4: The Apprentice -

<https://www.bbc.co.uk/programmes/b0071b63>

- Watch this episode and summarise your findings?
- Which do you think was the best candidate to recruit and why?
- Which would have been the worst candidate to recruit and why?



The screenshot shows the BBC website interface for 'The Apprentice'. At the top, there is a navigation bar with the BBC logo, a location indicator 'LA', and links for Home, News, Sport, Weather, iPlayer, Sounds, and CBBC. A search bar is located on the right. Below this is a banner for 'one THE APPRENTICE' featuring three main cast members. A secondary navigation bar includes links for Home, Episodes, Clips, The Apprentice 2021, The Board, About, Best Bits Quiz, You're Fired, and Honest Subtitles. The main content area is divided into three sections: a large image of a man in a suit with the text 'The Apprentice: Best Bits QUIZ', a section titled 'On iPlayer' with a video thumbnail and the text 'Successes and Failures Best Bits', and a section titled 'On TV' with the text 'No upcoming broadcasts'. At the bottom, there is a quiz prompt: 'Test your knowledge of Apprentice best bits! 15 series, 15 questions - how much do you remember?' with a 'Play the quiz' button. Social media links for Facebook, Twitter, and Instagram are also present.

# Task 5: Watch Inside the Factory -

<https://www.bbc.co.uk/programmes/b07mddqk>

- Summarize your findings – what did you learn about how a factory operates? (Length - 1 paragraph)

The screenshot shows the BBC iPlayer interface for the program 'Inside the Factory'. At the top, there are navigation tabs for 'Home', 'Episodes', and 'Clips'. The main content area features a large image of two hosts, Gregg Wallace and Cherry Healey, in a factory setting. Below this image is a description: 'Gregg Wallace and Cherry Healey get exclusive access to some of the largest factories in Britain to reveal the secrets behind production on an epic scale.' To the right of the main image, there are sections for 'On iPlayer' (showing a video player for 'Yogurt Series 6') and 'On TV' (indicating 'No upcoming broadcasts'). Below the main image, there are four smaller video thumbnails with their respective titles and durations: 'Cooking The Perfect Turkey With Ice' (3:03), 'A Cheese Harp For the Festive Quiche' (1:29), 'No time for sleeping on the job' (1:03), and 'A massage parlour for croissants' (1:57). At the bottom right, there is a 'See all clips' button.

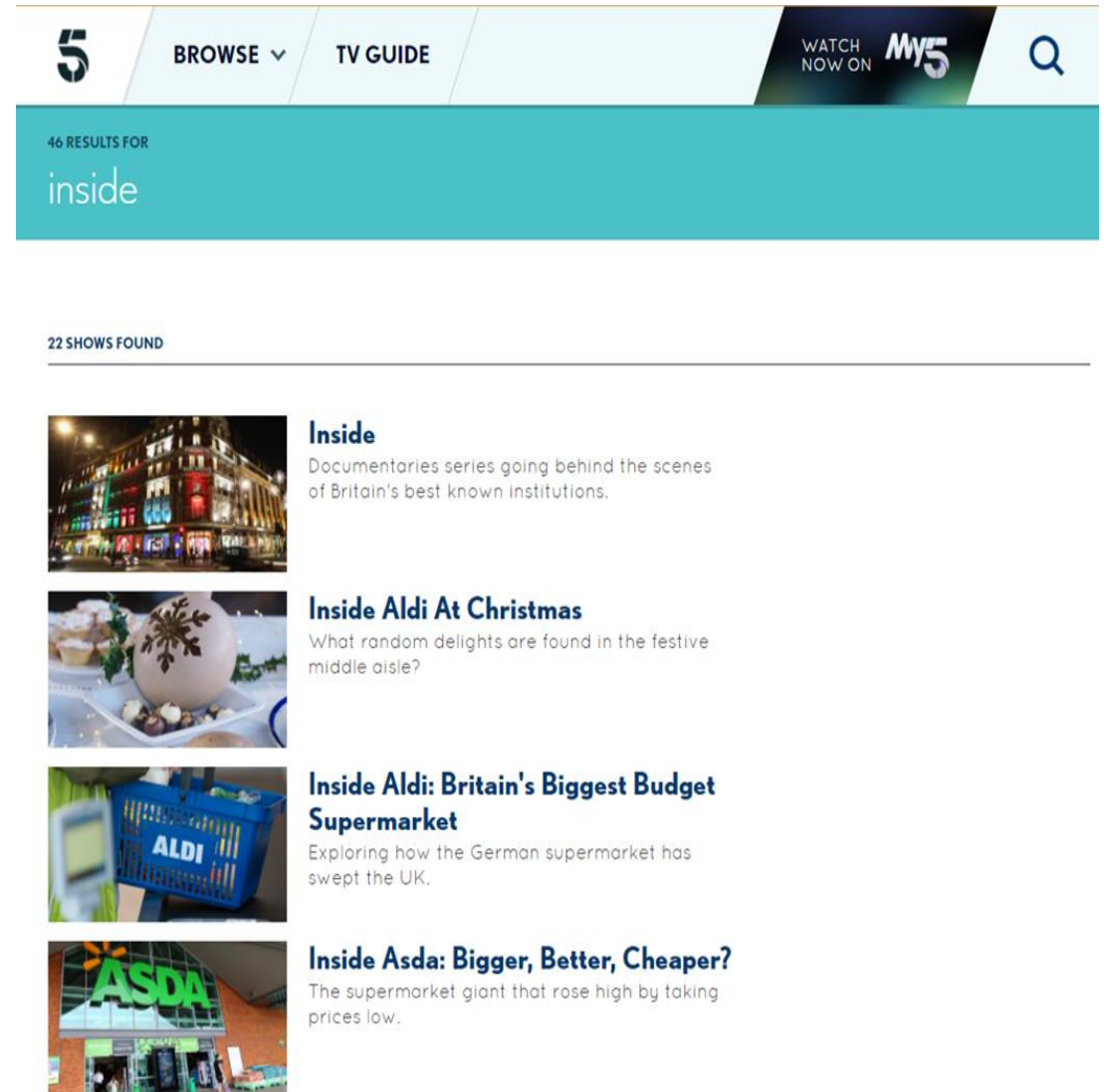


# Task 6: Channel 5 - Inside documentaries:

Choose 1 episode to watch per week – produce a 1 paragraph summary on that episode summarizing your findings containing information on:

1. Market (e.g. mass or niche, who is the competition?),
2. Objectives (what is the business trying to achieve e.g. market share),
3. What product or service is the business providing?
4. What situation is the business finding itself in (is a positive or negative situation the business is facing and why?)

- Inside ALDI at Christmas
- Inside Aldi: Britain's biggest supermarket
- Inside ASDA: bigger better cheaper
- Inside Cadbury: The real chocolate factory.
- Inside DHL: The worlds biggest delivery company.
- Inside Greggs: Britain's best bakery.
- Inside Hotel Chocolat at Easter.
- Inside Iceland: Britain biggest supermarket.
- Inside Lego land: A world of wonder
- Inside Lidl at Christmas
- Inside Lidl: The big budget supermarket
- Chocolat dreams: Inside Hotel Chocolat
- Sport Direct secrets of the mega sports factory: <https://www.bbc.co.uk/programmes/m0008kgf>
- <https://www.my5.tv/aldi-secrets-of-the-billion-dollar-discounter>
- <https://www.channel5.com/show/aldi-vs-lidl-supermarket-wars/>



The screenshot shows the Channel 5 website interface. At the top, there is a navigation bar with the Channel 5 logo, a 'BROWSE' dropdown menu, a 'TV GUIDE' link, and a 'WATCH NOW ON my5' button with a search icon. Below the navigation bar, a teal banner displays '46 RESULTS FOR inside'. Underneath, it says '22 SHOWS FOUND'. The main content area lists several documentary titles with corresponding images and descriptions:

- Inside**: Documentaries series going behind the scenes of Britain's best known institutions. (Image: A building at night with colorful lights)
- Inside Aldi At Christmas**: What random delights are found in the festive middle aisle? (Image: A Christmas cake and decorations)
- Inside Aldi: Britain's Biggest Budget Supermarket**: Exploring how the German supermarket has swept the UK. (Image: A blue Aldi shopping basket)
- Inside Asda: Bigger, Better, Cheaper?**: The supermarket giant that rose high by taking prices low. (Image: An Asda store entrance)



**Task 7: GCSE knowledge** – if you have not previously studied GCSE Business or require some catch up. Please work your ways through these resources over the summer holidays – this will help put you on a level playing field with candidates in our class and nationally who have previously studied GCSE business.

**BBC Bitesize -**  
<https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

**Seneca -** <https://app.senecalearning.com/teacher/class/uw0mexjipr/overview>

Class code: uw0mexjipr

The screenshot shows the BBC Bitesize website interface. At the top, there's a navigation bar with 'B B C' logo, 'LA', and various menu items like News, Sport, Weather, iPlayer, Sounds, and More. Below this is a search bar and a 'Change language' dropdown. The main header includes 'Bitesize' and navigation links for Home, Learn, Support, Careers, My Bitesize, and All Bitesize. The main content area is titled 'GCSE Edexcel Business' and is part of the 'Business' subject. A central graphic shows a presentation board with charts and graphs. On the left, there's a 'Topics' section with three main categories: 'Exam techniques >', 'Enterprise and entrepreneurship >', and 'Spotting a business opportunity >'. Each category has a list of related resources, such as 'Exam techniques - Edexcel', 'The dynamic nature of business - Edexcel', 'Risk and reward - Edexcel', 'The role of business - Edexcel', 'Market research - Edexcel', and 'Market segmentation - Edexcel'.

The screenshot shows the Seneca Learning app interface for 'Business: Edexcel GCSE'. The top navigation bar is blue with the 'SENECA' logo and the subject title. Below the navigation bar, there's a 'More subjects' section. The main content area is divided into two columns. The left column lists 'Theme 1: Investigating Small Business' and 'Theme 2: Building a Business', each with a list of sub-topics. The right column is titled 'Enterprise and Entrepreneurship' and features an 'Overview of Enterprise and Entrepreneurship' section with a 'Suggest resource' button. Below this, there's a list of resources with icons, titles, and 'Report' links. The resources include: 'Enterprise and Entrepreneurship End of Topic Test - Seneca', 'Enterprise and Entrepreneurship Top Grade Quiz - Seneca', 'Enterprise and Entrepreneurship Summary Sheet - Emma Harford', 'Enterprise and Entrepreneurship Knowledge Organiser - Emma Harford', 'Enterprise and Entrepreneurship Making Links Between Key Concepts Worksheet - Emma Harford', 'Enterprise and Entrepreneurship Case Study and Exam Style Questions - Edexcel', 'Entrepreneurship Flashcards - Quizlet', and 'Enterprise and Entrepreneurship Key Word Glossary'.