

YEAR 12 – BRIDGING UNITS

A-LEVEL BUSINESS STUDIES



ST HILDA'S
COLLEGE

The 6th Form
@ St Hilda's

BRIDGING
UNITS

Name:

Anything is

POSSIBLE

Welcome to Business Studies

About the course













Hello and welcome to the course. Over the next 2 years you will study four engaging and up-to-date themes:










- Theme 1 – Marketing and people
- Theme 2 – Managing business activities
- Theme 3 – Business decisions and strategy
- Theme 4 – Global business

You will develop a broad understanding of how businesses work and the decision-making tools that help business people move towards a more scientific approach to management. You will investigate, analyse and evaluate business opportunities and issues, both in the UK and globally. There is no better time to embark on this course and progression into a career in Business.

Bridging Tasks

Reading around the subject is so important for success in Business Studies. The grid below signposts many of the available resources to help you build this knowledge. Please complete 5 tasks from the 11 in the grid and bring in the required evidence to your first timetabled lesson.

 <p>Read a recent article about events in the business world</p>  <p>https://www.tutor2u.net/business/blog</p>	 <p>Watch this talk which explores how targeting gender fails to drive businesses forward.</p> <p>Why gender-based marketing is bad for business</p>  <p><i>TED Talk – Gaby Barrios</i></p>
 <p>Listen to a podcast that catches your interest from topics you will study at A Level and BTEC</p> <p>Business as Usual Podcast <i>Business as Usual Team</i></p> 	 <p>Read this abstract from the book about how taking a look at how huge software companies like Facebook and Google deal with the harm they can bring</p> <p>You are the product</p> 
 <p>Watch this talk from a successful start-up founder, where he explains the surprising result of his research.</p> <p>The single biggest reason why start-ups succeed <i>TED Talk – Bill Gross</i></p> 	 <p>Watch this documentary which explores the impacts on a factory when it is reopened by a Chinese company (Needs subscription or free trial)</p> <p>The American Factory <i>Netflix</i></p> 

 <p>Watch this documentary 24 hours in Tesco (Needs subscription or free trial) 24 Hours in Tesco. <i>Netflix</i></p> 	 <p>Listen to this podcast series including one about the development of GymShark. There are lots of podcasts about how to reach the top of your field.</p> <p>Talent Takes Practice <i>Talent Takes Practice</i></p> 
 <p>Complete a READ, WATCH LISTEN using your Unifrog account, using a keyword of 'business' to filter the results.</p>  <p>Unifrog - READ, WATCH and LISTEN</p>	 <p>Keep up to date with business news on the BBC</p> <p>https://www.bbc.co.uk/news/business</p> 
 <p>Complete a MOOC using your Unifrog account. They vary in length from 1 hour to 8 weeks. Pick one that interests you and is achievable.</p> <p>Unifrog MOOCS</p> 