



# Getting Started with...

## Business

**Hello!**

**Core skills:** Tasks to do before you start in September –

**Get familiar:** Follow the link to look at the A level Specification:

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/specification-at-a-glance>. Download the specification for the exam board: you don't need to read it all of course, but pages 8 and 9 give you an overview of the course, and you might want to read a bit more detail on the pages that follow.

**Build up your knowledge of the basics:**

<https://app.senecalearning.com/dashboard/join-class/mtdtu98bt7>

DON'T try to do it all at once. Work through it a bit at a time – see how you do on the global leader board! For those of you who have not studied business at GCSE this will help to get you up to speed with the basis and some more advanced content. Those of you that have studied GCSE Business you'll be revising some content that you already know from GCSE, but also be able to see how concepts become more detailed and specific at A Level.

**Get collecting:** Over the course of the coming months we would like you to create a scrap book of *business news articles* from any relevant news site. You can do this with screen shots or take extracts from physical newspapers if you have them delivered. We would like you to collect one article a week and write a brief paragraph outlining what has happened.

**Challenge tasks:** Push yourself to develop your skills further –

<https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>

One thing that students enjoy about Business is that it always relates to the real world. We would like you to stay up to date with the impact the Corona Virus is having on businesses by completing your own research and watching the video link above. Consider the implications for businesses and put together ideas as to how the sectors below have respond during the outbreak. Consider both local and national businesses. See how their approaches have varied and try to use examples of business cases to support your arguments:

- Restaurants
- Gyms and Fitness Classes
- Retailers

Then **get creative** and share your ideas as to how businesses in one of the above industries may react *after* the outbreak. Consider how they may change their marketing mix of Product, Price, Place, Promotion, Process, People and Physical evidence after the end of social distancing. Watch the video below to aid your understanding of the extended marketing mix to help you with this task.

<https://www.tutor2u.net/business/reference/the-extended-marketing-mix-7ps>

Any questions? Contact us on [JC6@hajc.leics.sch.uk](mailto:JC6@hajc.leics.sch.uk)