Year 11 Bridging Task

Subject A Level Business Studies

Context:

When you start this course we will cover the following introductory topics:

* Understanding the nature and purpose of business
* Understanding different business forms
* Understanding that businesses operate within an external environment
* Understanding management, leadership and decision making
* Understanding management decision making
* Understanding the role and importance of stakeholders

Wider reading

You need to use a range of news articles related to the car industry in the UK. Four compulsory articles have been selected for you with links provided. Note that there are further links within some of these articles. You may wish to carry out further independent research:

<https://www.theguardian.com/business/2018/may/04/surprise-uk-rise-in-newcar-sales-but-diesel-continues-to-plunge>

<https://www.bbc.co.uk/news/business-42571828>

<https://www.bbc.co.uk/news/business-43534484>

<https://www.theguardian.com/environment/2018/apr/19/e-vehicles-electriccars-uk-sales-rise-norway-china>

<https://www.bbc.co.uk/programmes/p016tl04>

<https://www.carmagazine.co.uk/car-news/industry-news/uk-2019-car-sales-analysis-winners-and-losers/>

There are also some books that will give you further insight into topical issues encountered throughout the course. These are not compulsory but they are very interesting!

* The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer - Jeffrey Liker Covers Japanese Management Techniques such as Kaizen and TQM.
* The Google Story - David A. Vise An interesting investigation into the culture at Google, includes insights into the four day working week and soft management styles. The questions is; are these the things that made Google the world’s number one search engine?
* Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours - Tarun Khanna An investigation into Asia’s two growing economic powers.
* No Logo - Naomi Klein Klein investigates the negative side to marketing and globalisation.

Wider research

The following online sources will give you an insight into the theories and concepts as well as some specific reading for the bridging assignment.

[www.tutor2u.net](http://www.tutor2u.net)

[www.bized.co.uk/](http://www.bized.co.uk/)

[www.s-cool.co.uk](http://www.s-cool.co.uk)

[www.businessballs.co.uk](http://www.businessballs.co.uk)

[www.bbc.co.uk/news](http://www.bbc.co.uk/news)

Challenge Research:

Listen to In Business/Global Business/Business Matters on BBC iPlayer Radio

Written tasks

Report Preparation – you should write 3 to 4 pages to address Q 1 to 3 below. Read all the news articles (above) and carry out additional research on the changes to the car manufacturing industry in the UK. You must have effectively used and referenced at least two sources of information in your writing of a short report containing answers to the following questions: (You will also be expected to use your existing business studies knowledge to help you)

1. Define the following terms: efficiency, unit costs, labour productivity, gross profit, net profit (5 marks)

2. The external environment, in which businesses operate, has changed dramatically in the last 10 years. Explain two points which support this statement (10 marks) Identify and explain the elements of the external environment. Research the changes in each area and use a minimum of two PEE (Point, explain, evidence) paragraphs to explain them.

3. Evaluate the likelihood of car manufacturing output reducing in the UK in the next 10 years (20 marks) – What is output and why is it important to the UK? What evidence is there of growing/falling demand for cars, what evidence is there of increasing/reducing production of cars? Which elements of the external environment have caused these changes? Add an overall conclusion to answer the question.

Use the question structure we have developed during the GCSE course to help you structure your responses. The 20 mark question should use the 10/12 mark structure but should have a greater range of points and you should attempt to explain and analyse your points to greater depth.