

# **AS Business - Transition Activities**

In order to prepare you for AS Business we have come up with a couple of mini projects which we would like you to do over the summer break (which is 6 weeks so no excuses!). We will be looking at these on your return as part of our introduction to the course.

These projects will involve using some of the crucial research, analysis and evaluation skills which are crucial to the success of an A Level Business student.

There are also some transitional GCSE to A level Business questions in another file to have a go at with the mark scheme to give you an insight into the style and level of questions you will start to encounter in the A Level course. Don't worry if you haven't done business before you can still have a go.

## **Project 1 – Premier Inn – Good or Bad for Pickering?**

As you may be aware there has been a lot of discussion and controversy over Premier Inn setting up a new hotel on the outskirts of Pickering. As a business decision this is one of the most important made in Pickering in recent decades.



I would like you to research into this development and look at what Premier Inn could bring to the local and national economy as well as balance this with the arguments against allowing the hotel to be developed in the local area.

Which stakeholders are effected by the plans and how (If you need to look up what a stakeholder is then that will also be good research). Collect news articles and if you know anyone effected by, or interested in the project, ask them about their views. Consider all relevant groups – the local community, shareholders, employees, customers, the local economy, the competition, suppliers etc. Howe are they likely to be impacted positively and negatively – or both.

Evaluate the plan and decide whether or not you think that the overall impact on the local area will be positive or negative and why you believe that..

## **Project 2 – Entrepreneurship ; Who's Your Favourite?**

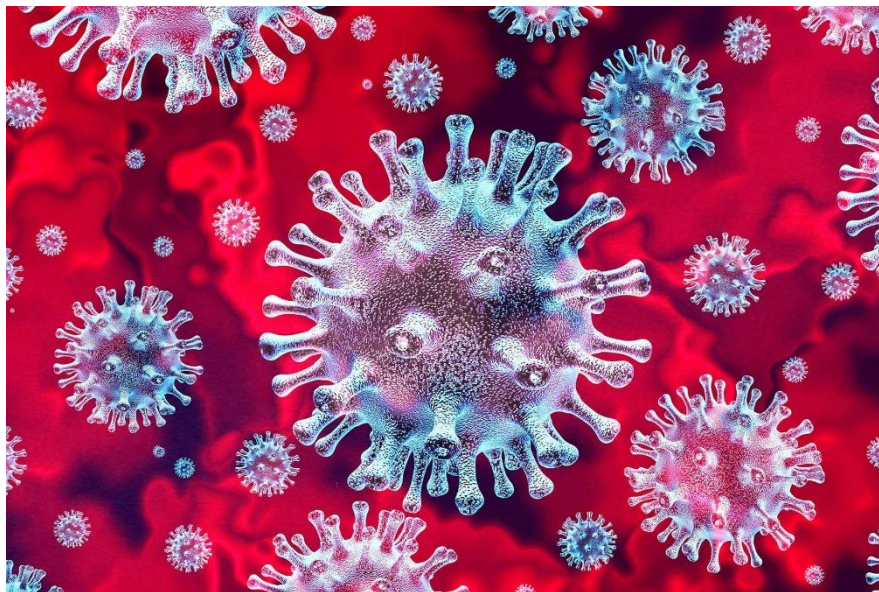
A lot of the AS Business course revolves around the importance of Entrepreneurship. Entrepreneurs are often considered to be the likes of Alan Sugar and Richard Branson but actually an entrepreneur is anyone who has a business idea, sets it up and makes it happen. This could be a small local business as well as a massive multi-national.

I would like you to create a short presentation outlining which entrepreneur you admire the most and why. Give some background to their business and their success and which skills you feel have got them there. Why do you admire them? Have you any business ideas?



## **PROJECT 3 – The impact of the Pandemic on Business**

This is a simple task but so important in analysing and evaluation the impact of external issues on a business. Consider ONE local and ONE national business. Evaluate the impact the Pandemic has had on that businesses approach, strategy and indeed survival. How have they adapted, or not?



**We will be looking at the results of your projects at the beginning of the AS course so make sure you have something to contribute.**