

3.32 Pages/Visit

### Traffic Sources Overview



■ Direct Traffic  
3,097.00 (40.49%)

■ Search Engines  
2,910.00 (38.04%)

■ Referring Sites  
1,642.00 (21.47%)

### Visitors Overview



ST CHRISTOPHER'S SIXTH FORM

**BUSINESS**  
BRIDGING UNIT

# Business

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## Dear Student,

Welcome to your A-Level Business Bridging Unit! This unit is designed to help you transition from GCSE to A-Level Business. You will engage in a variety of activities that will introduce you to key concepts, theories, and real-world applications of business.

### Activity 1: Reading Assignment

Read "The Lean Startup" by Eric Ries (you can buy a second hand copy, or use the following audiobook link: <https://www.youtube.com/watch?v=vVlJfVZOTGo>). This book will introduce you to key concepts in entrepreneurship and business strategy. After reading, write a one-page summary of the main ideas and concepts you've learned - bring this with you to our first lesson.

### Activity 2: Case Study Analysis

Here is a report on the marketing strategy of Netflix (<https://www.simplilearn.com/tutorials/marketing-case-studies-tutorial/netflix-marketing-strategy>). Tell me about the business model, competitive advantage of Netflix, and key challenges the business faces. Write a 500 word report detailing your analysis and findings - bring this with you to our first lesson.

### Activity 3: Business Plan

Create a basic business plan for a hypothetical startup of your choice - here's some businesses you can choose from (<https://www.nerdwallet.com/article/small-business/business-ideas-for-teens>). This should include the business concept, target market, marketing strategy, and some financial projections. This activity will help you understand the planning and strategic thinking involved in starting a business - bring this with you to our first lesson.

### Activity 4: Online Course

Watch the following course about understanding customer needs. It should take you 15 minutes.  
[https://lessons.online.hbs.edu/lesson/understanding-customer-needs/?utm\\_source=Harvard-Online&utm\\_medium=Affiliate](https://lessons.online.hbs.edu/lesson/understanding-customer-needs/?utm_source=Harvard-Online&utm_medium=Affiliate)

### Activity 5: Current Events Discussion

Follow business news and participate in a weekly online discussion about current events related to business. BBC News Business is a good start (<https://www.bbc.co.uk/news/business>). This will help you understand how the concepts you're learning apply to the real world.

### Assessment:

At the end of the unit, you will take a multiple-choice quiz based on the activities you've completed. The quiz will be self-marking, with immediate feedback provided. This will help you understand how well you've grasped the material. You can find the quiz here: <https://forms.office.com/e/cuPpjCCRGx>

Remember, the goal of this bridging unit is to prepare you for A-Level studies. The activities may be challenging, but they are designed to be achievable with effort and dedication. Don't hesitate to ask for help if you're struggling with any of the material. Good luck and enjoy your journey into the world of business!

Any questions, e-mail me on [m.coop@st-christophers.org](mailto:m.coop@st-christophers.org).

Regards,

**M. Coop Rushworth**  
Head of A-Level Business

## Introduction to Business

Pick one or two of these documentaries to watch. Most streaming services catered for!

### NETFLIX

#### **Betting on Zero (2016)**

Looks at Herbalife and the issues around pyramid schemes as a business.

#### **Dirty Money (2020)**

2 seasons of excellent documentaries about businesses behaving poorly. The CONfidence Man is well-worth a watch for later on in the course when we talk about Entrepreneurs. Pick one you like the look of and start watching!

#### **Steve Jobs: Billion Dollar Hippy**

Looks at the rise of Apple and its founder.

#### **The Toys The Made Us**

Different firms in the toy industry. LEGO is the episode of choice here but any of them work well.

### All4

#### **Tricks of the Restaurant Trade**

(<https://www.channel4.com/programmes/tricks-of-the-restaurant-trade>)

Good look into the restaurant industry – any episode is good, but the more watched the more you'll have to talk about.

#### **2000000 calorie buffet**

(<https://www.channel4.com/programmes/the-2000000-calorie-buffet>)

Looks at the all-you-can-eat buffet industry.

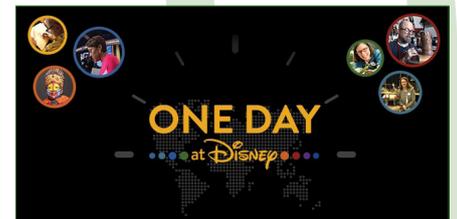
### Disney+

#### **The Imagineers Story**

Looks at construction around the parks

#### **One Day at Disney**

Various roles at Disney looked at





**“For I know the plans I have for you,” declares the Lord,  
“plans to prosper you and not to harm you,  
plans to give you hope and a future.”**

Jeremiah 29:11

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