

PROJECT TASKS BUSINESS STUDIES



*An opportunity for you to start your
journey to A Levels #GOFURTHER*



Task 1:

Many students have never studied Business Studies before and so we want to ensure that you are making an informed choice before committing to two years of study. We therefore want you to answer:

“Is this the right course for me?”

- What are your career aspirations and why?
- How will this course fit with those aspirations?
- What are you particularly looking forward to about this course?

You can present this in any way you would like. E.g. PowerPoint, mood-board, mind-map etc.

Resources to help you:

<https://www.educas.co.uk/ed/qualifications/>

<https://digital.ucas.com/search>

<https://www.totaljobs.com>

Task 2 - The impact of social trends on business:

“Cadbury owners to launch milk-free Dairy Milk for Vegans’

<https://www.standard.co.uk/news/uk/cadbury-dairy-milk-vegan-chocolate-a4369731.html>

- Create a debate! - you need to look at both sides of the argument. Why SHOULD Cadbury’s consider launching milk-free chocolate? Why SHOULDN’T Cadbury’s consider launching milk-free chocolate? You can do this in whatever format you like, a PowerPoint presentation, debate cards, or as a written document.
- Read the article, as well as carrying out your own research on Cadbury and the social trend of ‘Veganism’ - How has this trend evolved over recent months/years? Why has Cadbury’s had to consider this?
- Who is Cadbury’s competition? Are they also meeting this need for Vegan consumers? What kind of products are they making and what are they priced at?
- To stretch your knowledge – who else will this decision have an impact on? It isn’t necessarily just the business and the consumer!

Skills – how are we meeting our assessment objectives at A Level?

- Research skills
- Application – how does this apply/link to Cadbury’s and the chocolate market?
- Analysing the current environment and looking at both sides of the argument – the social trend of ‘Veganism’ and how this will have an impact on Cadbury’s - whether this be good or bad!

Task 3 – The impact of external factors on business:

“Coronavirus Crisis”

https://www.youtube.com/channel/UC6ge7hG78ys_wERt4SbZQWg

- To understand the impact the Coronavirus is having on business, you are going to create a PEST analysis on a business of your choosing. You may already know of a Business at risk due to the current pandemic, or you may want to delve deeper and complete your own research to find a business/organisation. Use the link for the ‘Business as Usual’ podcast to help you.
- Use the template below to help you structure your PEST analysis – you may be familiar with this if you have done the BTEC Tech Award in Enterprise, or GCSE Business.

PEST Analysis Example			
P	E	S	T
Political	Economic	Social	Technological
<ul style="list-style-type: none"> - Government provides a £5,000 subsidy towards the purchase of electric cars. - Electric vehicles are exempt from emissions tax. - Government policy is to have 50% of cars powered by petrol in 5 years. 	<ul style="list-style-type: none"> - Inflation rate is low but likely to rise soon. - Import duties are low for batteries. - Electricity price is both inexpensive relative to other countries, and stable. 	<ul style="list-style-type: none"> - Millennials want cleaner cars. - Low range of vehicles is off putting to consumers. - There is status associated with owning an electric car. - You people strive to be environmentally friendly. 	<ul style="list-style-type: none"> - There is a lack of charging stations. This is very slowly changing. - Batteries are unlikely to charge more quickly for the foreseeable.

- You need to think about how the Coronavirus is impacting each of these factors, and how have these factors changed as a result of the virus? Will they change in the future?
- For example, **is your chosen business receiving government grants? Has the business had to furlough staff due to government regulations? What social trends may be changing due to the virus**

and how is this impacting your business? What technology has been introduced that businesses now use because of the virus? Or what technology is being used more because of the virus? - you must ensure this is specific to the business you have chosen rather than a general PEST analysis of a market.

Skills – how are we meeting our assessment objectives at A Level?

- Research skills
- Application – how does this external impact link with your chosen business/organisation.
- Analysing the impacts – good and bad – what will these lead to in the short-term and the long-term?

Task 4 – Stretch and Challenge:

“Assess whether the decision to be a socially responsible business is likely to increase Warby Parker’s profits.”

You are going to attempt to answer an example 12-mark exam-style question based on the sources you have been given.

Hints and tips to get you started:

- Analyse the case studies; highlight any key business words you recognise and try and define what they mean and highlight any key words that relate to the business e.g. glasses, designer, prescription, eye tests etc. Think about the terms/information you will want to include in your answer.
- Read the question ‘Assess’ indicates we need both sides of the argument, FOR and AGAINST. In this case, you need to assess whether you think being a socially responsible business (what does this mean?) will attract more customers, increase sales revenue and therefore increase profits?

The structure for your answer needs to be:

- FOR (how/why will it increase profits?)
- AGAINST (what is the downside of being socially responsible, what may it lead to other than increasing profits? Maybe a negative?)
- CONCLUSION (will it lead to more profits, or will it not?)