

Edexcel A Level Business – Summer Induction Task

Welcome to A Level Business! To get you ready for the course, we're asking you to complete the following induction tasks. These will give you a head start and help you begin to think like a business student.

Edexcel A Level Business is a two-year course that explores how businesses start, grow, and operate in local, national, and global contexts. You'll study key topics like marketing, finance, operations, human resources, and strategy. The course is divided into four themes:

- **Theme 1:** Marketing and people
- **Theme 2:** Managing business activities
- **Theme 3:** Business decisions and strategy
- **Theme 4:** Global business

You'll learn how businesses make decisions, respond to challenges, and operate in a dynamic world. The course develops skills in analysis, evaluation, and problem-solving — all essential for future careers in business, economics, management, and beyond.

Link to specification: <https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

Your Task

Task 1: Written Research Task – “Spotting an Opportunity”

Deadline: First lesson in September

Length: 1–2 pages

Instructions:

Choose one small or start-up business (local or national) and write a report answering the following questions:

- What is the business idea?
- Who is the target market?
- What gap in the market is it filling or what problem is it solving?
- What makes the product or service different from competitors?
- What marketing strategy does it use (e.g., price, promotion, social media)?
- What challenges might the business face in the future?

Aim for 500-700 words.

Recommended Reading

These books are accessible, interesting, and great for building your business mindset:

“Shoe Dog” by Phil Knight

– The story of how Nike was built from nothing to a global brand.

“The Upstarts” by Brad Stone

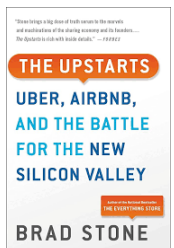
– Looks at how Uber and Airbnb revolutionised modern business.

“Business for Bohemians” by Tom Hodgkinson

– A creative and alternative look at starting a business.

“The Diary of a CEO” by Steven Bartlett

– A practical and motivational guide to entrepreneurial thinking.



Podcasts to Explore

Listen to a few episodes over the summer!

The Diary of a CEO – Hosted by Steven Bartlett, with insights into leadership and modern business.

Business Daily (BBC World Service) – Short episodes exploring real-world economic and business stories.

Planet Money – Explains economic and business concepts in an engaging, story-based way.

Making It Work – Real stories from small business owners and startups.

TV Shows and Documentaries

Try watching at least one episode of 2–3 of the following over the summer:

Dragons’ Den (BBC iPlayer)

– See entrepreneurs pitch to investors. Focus on how they explain their ideas and handle tough questions.

Inside the Factory (BBC iPlayer)

– Fascinating insights into how large businesses produce goods on a mass scale.

The Apprentice (BBC iPlayer)

– Focus on marketing, teamwork, and decision-making (avoid the drama – focus on the business tasks!).

The Founder (Netflix or rent online)

– Film based on how McDonald’s grew into a franchise empire.

Superstore (Netflix)_ – A comedy series, but includes interesting portrayals of retail operations and customer service.

Checklist for September

- Complete the written business case study (1–2 pages)
- Watch at least 2 recommended shows
- Listen to 2 podcast episodes and write a few takeaways
- Start reading one of the suggested books