

Summer Work: Active Learning in Business

Aim of summer work: Involves investigating a business and engaging with them hands-on. The best way to approach this summer work is to visit a business – this could be a retail shop, theme park, museum or even your local corner shop. This should be part of your summer holidays and not create ‘extra’ work for you. All I want you to do is then think about this visit analytically. You can bring this data collection sheet with you upon your start in September or come armed with your ideas and thoughts inside your head. However, **be prepared to have an active discussion in groups to share your findings.**

Name: _____

Business Name: _____

Type of Business (e.g., café, retail shop): _____

1. What product(s) or service(s) does the business offer?

2. Who are the business's target customers?

3. What marketing methods does the business use to attract customers?

(e.g., social media, flyers, discounts)

4. What are the main challenges the business faces?

5. What do you think makes this business successful?

6. Suggest one idea or improvement that could help the business grow or improve.

Reflection (optional):

What do you find most interesting about this business?

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Recommended Videos for Future A-Level Business Students

Here's a list of useful and engaging videos to watch before starting your A-Level Business Studies course. These cover key topics, business case studies, and tips for future entrepreneurs.

1. Introduction to Business Concepts

What is a Business?: <https://www.youtube.com/watch?v=w7vDQGGB3a8>

What is Marketing?: <https://www.youtube.com/watch?v=YJH9kX0nWnY>

2. Real-World Business Case Studies

How Gymshark Became a \$1.4 Billion Brand:
<https://www.youtube.com/watch?v=dgrmNFCY4hM>

Inside the World of Amazon: <https://www.youtube.com/watch?v=ghlSgk7VQK4>

How Innocent Drinks Grew from a Market Stall to a Superbrand:
<https://www.youtube.com/watch?v=PvIfxQlw7CM>

3. Entrepreneurial Mindset

What Makes a Good Entrepreneur?: <https://www.youtube.com/watch?v=O9TZmCUNrbM>

How to Start a Business as a Teen: https://www.youtube.com/watch?v=OYz_NrxUZ10

4. Understanding Business Functions

What is Business Finance?: <https://www.youtube.com/watch?v=5Wy4Ai-zMdQ>

Human Resource Management in 5 Minutes: <https://www.youtube.com/watch?v=LgkYd9cIIvk>

5. Entertaining & Educational Shows

Dragons' Den (BBC YouTube): <https://www.youtube.com/user/dragonsden>

The Apprentice UK (BBC YouTube Highlights): <https://www.youtube.com/@bbc>