

# Business

**Examining Body:** Edexcel-Pearson

**Specification No.** 9BSO

## **Key Business Resources:**

The specification and additional resources are available on:

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

Books:

- Revise Edexcel AS/A level by Andrew Revision Guide and Workbook by Andrew Redfern. ISBN 9781292213217
- My Revision Notes: Edexcel A-level Business 2nd Edition Hammond ISBN 9781398311916
- Edexcel AS/A Level Business by Dave Hall, Carlo Raffo ISBN-13: 9781447983545
- Edexcel Business A level year 1 including AS, Ian Marcouse, Andrew Hammond and Nigel Watson ISBN 9781471847769

Additional resources are available in the Sixth Form section of the school library.

<https://www.tutor2u.net/business> is a website with excellent resources. Of particular use is the Business Blog which archives thousands of business-related news articles which give context to the theory on the course.

[www.bbc.co.uk/news/business](http://www.bbc.co.uk/news/business): the BBC news website is an outstanding free resource.

<https://www.twoteachers.co.uk/>: an excellent website with short videos to consolidate some key Business topics.

## Summer Tasks

### **Activity 1**

This relates to the Managing People section of the course in Year 12.

We would like you to research and make concise notes on the three motivational theories/theorists below:

- Taylor scientific management
- Maslow's Hierarchy of Needs
- Herzberg's Two factor theory

### **Activity 2**

This relates to the Marketing section of the course in Year 12.

Read the article: <https://medium.com/@sargadevdas/marketing-matters-now-more-than-ever-c939fbc8f957>

Coca Cola spends over \$4bn, McDonalds \$473m and Microsoft \$1.6bn per year on marketing. However, marketing spending has declined in recent years with some declaring "marketing is dead".

Write a mini report (one A4 side) on the reasons why well-known brands continue to spend large amounts on marketing. Discuss the possible risks for businesses in reducing their marketing spending.

**These tasks will need to be handed it to your Business teacher in September.**