**AS Applied Business (Double Option)**

**Preparation Work**

****Welcome to the ‘A’ Level Applied Business course!

In order to help you prepare for your lessons in September, we would like you to start researching and revising some of the topics that will form part some of your coursework units.

**Unit 2: Investigating Business**

The ‘Investigating Business’ coursework unit requires students to think of an idea for a new business that could be set up in Reading. Students are expected to develop a detailed business plan which could be shown to a bank/investor in order to gain funds for the business.

To prepare for this unit, we would like you to complete the following tasks in time for your **first lesson in September:**

**C:\Documents and Settings\knorrington\Local Settings\Temporary Internet Files\Content.IE5\1M3BDH3U\MC900056381[1].wmfThe Business Idea**

* Create a spider-diagram to show all the ideas you have for a business that you could set up in Reading.
* Choose your top **three** ideas and explain that advantages and disadvantages of setting up these businesses.
* Write a paragraph to explain which idea you have decided to pursue and why you think it has a greater chance of success than the ideas you have dismissed.

**The Legal Form**

Those of you who have studied Business Studies at GCSE or BTEC level will be familiar with the different legal forms of business. The following tasks afford you the opportunity to revise these forms, while those of you who are new to Business Studies have the chance to research them:

* Describe the following legal forms (Who owns them? Who makes the decisions? Where does the money come from to fund the business? Who gets to keep the profits?):
  + Sole Trader
  + Partnership
  + Private Limited Company
  + Public Limited Company
* Analyse the advantages and disadvantages of each of the above legal forms. Where possible try to **apply** this to your chosen business. In other words, what might be the advantages and disadvantages to you and your type of business of each legal form?
* Write a paragraph explaining which of the legal forms you think is most appropriate for your new business. Explain why you discarded the other legal forms.

**Unit 7: Investigating Enterprise**

The ‘Investigating Enterprise’ coursework requires students to work in teams to plan, run and wind up an enterprise within school. Students will be given specific roles and responsibilities within the team and you will be marked according to the quality of your planning, you contribution to the running of the enterprise and your evaluation of the team’s effectiveness.

To prepare for this unit, we would like you to complete the following tasks in time for your **first lesson in September:**

* List a number of different ideas for enterprises that you could run within the school. (Aim for at least 4 ideas).
* Explain a number of advantages and disadvantages for each of your ideas. Write in as much detail as possible as you will be asked to present your ideas to the rest of your group when you are deciding which idea to pursue!
* Write a paragraph explaining which of your ideas would be the most appropriate to run in school and why.
* Finally, create a flow diagram to show the different tasks that you and your group will have to complete in order to plan your enterprise effective. This chart should include what you think you will need to do in order to gain permission to run this enterprise within school.

If you have any concerns or questions regarding this preparation work, please contact one of the Business Studies team by email:

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