



Business Studies

Year 11 into 12
Transition Work





Airedale Academy

Welcome Year 11 to your first experience of the type of work that we will be asking you to complete on the Level 3 Extended Diploma in Business Studies

- This work is aimed at helping you to engage with this subject whether or not you have taken Business Studies at Level 2. It is focused on a Dragons Den type of activity.
- Feel free to do this as quickly or as slowly as you wish. If you would like to send it to me by e mail feel free to do so using: Lwharin@teacher.airedaleacademy.com or you can show us what you have done when you return in September. Please don't feel under pressure to complete it as we know that it is difficult for some of you at the moment.
- I am hoping that this will also be available on our web site in the near future.
- Regards Liz Harrap, Head of Sixth Form,
- Liam Wharin Head of Health Business

Summer challenges

Please send your work to

lwharin@teacher.airedaleacademy.com or hand in when we
return to school.





Challenge 1

- *After the Coronavirus lockdown the UK will rely on new business ideas to get the economy up and running again*
- *Your task is to:*
 - *Produce a presentation to take onto BBC's Dragon Den*
 - *You can bid/pitch for up to £50,000 of funding*
 - *The Dragons will expect to see calculations and costings so make your ideas as clear as possible*
 - *Remember your aim is to persuade- therefore think about the language you use in your*

CHALLENGE

Wage 2

- After the Coronavirus lockdown the travel and tourism industry will take a lot of work to be a success again
- Your task is to:
 - Find a destination UK or abroad to promote
 - You must create a marketing campaign that will get people to visit your destination
 - For example you might produce a leaflet/poster/flyer/brochure about somewhere like London
 - Your work must persuade people to book a holiday/break to that place when the lockdown ends



Challenge 3: Economic meltdown?

- In the news and on the internet there is a lot of speculation that the UK (and even the world) economy could be facing a lot of struggles due to the Coronavirus.
- One way that the Chancellor is trying to stop this happening is through supporting people to start new businesses
- However the UK will need to rebuild the traditional high street as customers have ditched shops for online businesses
- Your challenge is to:
- Create a new dining experience restaurant that will help the UK economy to recover
- It must be an idea that is totally new and will get people out of their homes and into your restaurant.
- You need think about a location, menu, something

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RECESSION AHEAD



**PLEASE TIGHTEN
YOUR SEATBELT.**

Lockdo wn Boredom? m?



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- With the UK locked in their homes now is the time that families are having to spend a long period of time together
- Your task is to create a new game/activity that can be sold in shops like Argos to help pass the time
- The game/activity should be called 'The perfect night in'
- The rules and how the game/activity works is completely up to you
- I would like to know rules, a copy/drawing of the game, price, target market, who the game is aimed at/who can play it and then another