Sixth Form
Kineton High School

A Level Business

Bridging Course

Task 1

Ensure that you understand the meaning of the following business terms. They will be used extensively throughout the first year of the A-Level course. Research and **write your own** definitions for each:

Term	Definition
Added value	
Break even	
Budget	
Dynamic market	
Entrepreneur	
Exchange rates	
Fixed costs	
Flexible working	
Inflation	
Interest rates	
Liability	
Marketing mix	
Non-financial motivation	
Price elasticity	
Primary research	
Private limited business	
Product differentiation	
Product life cycle	
Profit margins	
Public limited business	

Quality management	
Revenue	
Secondary research	
Supply and demand	
Unique selling point	
Variable costs	

Task 2

Business is a subject that continues to evolve. This means that relying solely on a textbook is not an option! To be successful you will need to show:

1. Awareness of business in the real world via media news sources
2. An ability to conduct independent research

Part 1 (reading)

Download an app which will be a good source of business news.

Alternatively, bookmark some of the following sites:

- The Guardian: https://www.theguardian.com/uk/business
- The Independent: https://www.independent.co.uk
- The FT: https://www.ft.com
- Reuters: https://www.reuters.com/

Part 2

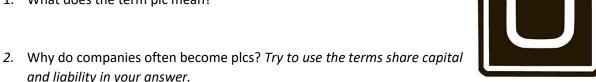In the following table, record details of 5 current, business news stories which interest you.

Date	Description of event	Source

Task 3

Part 1

In May 2019, taxi company Uber converted to being a plc.

1. What does the term plc mean?

2. Why do companies often become plcs? *Try to use the terms share capital and liability in your answer.*

3. Explain any disadvantages Uber might experience as a result of becoming a plc?

Part 2

I have invested $100,000 into Uber. As share prices were $42 on launch, I have been able to purchase 2380.

Over the coming weeks and months, this share price will vary. You can find the share value each day by searching 'Uber share value' into Google.

Track the share price for Uber over the coming months in the following table to see if I will make / lose money on my investment. I have completed the first two entries for you.

Date	Value of one Uber share	Value of my investment (current share value x number purchased)	Loss / gain
10th May 2019 (launch)	$42.00	2380 x $42 = $99,960	N/A
4th June 2019	$41.25	2380 x $41.25 = $98,175	$1785 (loss)
1st July 2019			
15th July 2019			
1st August 2019			
15th August 2019			
1st September 2019			