



The John Roan School Sixth Form

The best in everyone™

Part of United Learning

Year 11 Bridging Work for Business Studies

Week 1 and 2



Complete the online entrepreneurship test.

Are these results similar to characteristics that you selected for yourself?

[Entrepreneurship test](#)

Time: 30 minutes



Read the 10 essential characteristics of highly successful entrepreneurs

Pick **one** of the characteristics that you think that you have, and give an example of how you have demonstrated it (100 words).

[10 essential characteristics](#)

Time: 30 minutes



Listen to the Financial Times podcast 'The accidental entrepreneur'.

Explain why Michelle You, co-founder of **Songkick**, felt failure when the business was acquired by Time Warner (100 words).

[The accidental entrepreneur](#)

Time: 40 minutes



Watch the YouTube documentary 'Fraser Doherty – SuperJam'.

Pick **three** entrepreneurial characteristics that you think that Fraser demonstrated and explain why (300 words).

[Fraser Doherty – SuperJam](#)

Time: 1 hour



Complete a brief profile of a successful **UK entrepreneur**, create a brief profile which includes:

- a) Name and photo
- b) What have they done?
- c) Why are they an entrepreneur?
- d) How did they do it?
- e) What has contributed to their success?
- f) What was their net worth in 2019?

Time: 1 hour



Read the article 'Aldi inches closer to Big 4 status with double-digit market share growth'

Create a mind map detailing the top 5 supermarkets in the UK. What are the unique features of each supermarket?

[Aldi inches closer to Big 4 status](#)

Time: 1 hour



Watch the Channel 5 documentary 'Inside Aldi: Britain's Biggest Budget Supermarket'.

300 word essay – **Do you think that Aldi can become Britain's biggest supermarket?**

[Aldi – Budget Supermarket](#)

Time: 2 hours



Complete a table explaining the advantages and disadvantages of **Aldi's legal ownership**.

E-commerce is the selling of goods and services over the internet. Unlike other major supermarkets, Aldi does not offer e-commerce. Create a table explaining the advantages and disadvantages of this to Aldi?

Time: 1 hour



Read a recent business news story (not about Covid-19).

Write a brief explanation about the article, it must include:

- What is happening
- What has it got to do with business
- Why is it important?
- An image that represents your article

Time: 1.5 hours



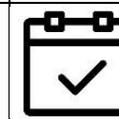
Listen to the BBC 4 radio episode of 'Selling Sleep'.

Create a **flyer** advertising John Roan sixth form's new '**energy pod**'. You must include:

- a) How the energy pod works
- b) Benefits gained from using the pod
- c) Cost charged to use it

[Selling Sleep](#)

Time: 1.5 hours



Please email all completed work to Mr DAGUNDURO

Add the subject title: Business Studies Bridging work (name)

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