

# A level Business

## Marketing and People



**Watch** this advert from the 1970s. How can you tell that this is not a contemporary ad?  
[www.youtube.com/watch?v=HS1\\_hqw12UI](http://www.youtube.com/watch?v=HS1_hqw12UI)



**Listen** to the BBC programme about Huawei and public perceptions of it.  
[www.bbc.co.uk/programmes/m0007scj](http://www.bbc.co.uk/programmes/m0007scj)



**Watch** Levi Roots a musician win support on BBC's Dragons' Den.  
[www.youtube.com/watch?v=MscHxe3-DEs&feature=youtu.be](http://www.youtube.com/watch?v=MscHxe3-DEs&feature=youtu.be)

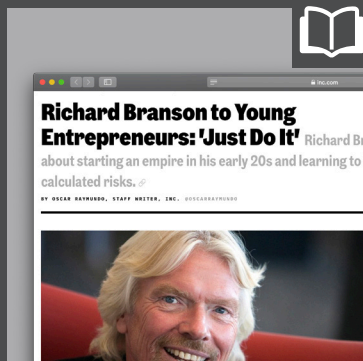


**Watch** this video on how to write a business plan for starting up your own business.  
[youtu.be/Fqch5OrUPvA](http://youtu.be/Fqch5OrUPvA)



Create a PowerPoint Presentation to pitch for a new product or service on Dragons Den. Think about branding and marketing ideas, identify a unique selling point, calculate some basic finance figures, and bring the ideas together through a presentation pitch.

## Global Business



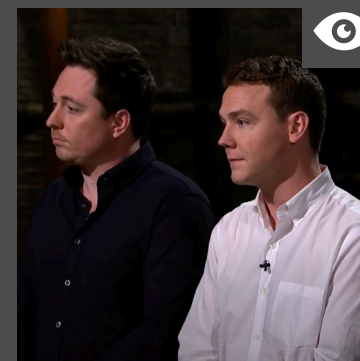
**Read** the following article from Richard Branson on how to motivate yourself to be a success in business.  
[www.inc.com/oscar-raymundo/richard-branson-young-entrepreneurs.html](http://www.inc.com/oscar-raymundo/richard-branson-young-entrepreneurs.html)



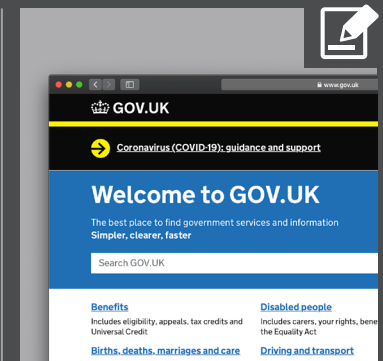
**Watch** Ted Talk about Ten lessons for success in business.  
[www.ted.com/talks/philip\\_zimbardo\\_on\\_the\\_psychology\\_of\\_evil](http://www.ted.com/talks/philip_zimbardo_on_the_psychology_of_evil)



**Listen** to the BBC programme on how COVID 19 has stretched global supply chains.  
[www.bbc.co.uk/programmes/m000gvd3](http://www.bbc.co.uk/programmes/m000gvd3)



**Watch** the Dragons fight over jaw-dropping multi-million pound business.  
[www.youtube.com/watch?v=nJ4qA-S-KmE](http://www.youtube.com/watch?v=nJ4qA-S-KmE)



Use the website below to find out the current rates of Income Tax, National Insurance, Personal Allowance and VAT. Then give a definition for each.  
[www.gov.uk](http://www.gov.uk)