

AICE Business AS Level Summer Assignment



This summer assignment is aimed at helping you get into the business mindset and prepare you for the year ahead. **Please choose one assignment from the following options.** You will be expected to turn in your work during the first few weeks of class.

The Sleuth



Business is all around us! From the brands that we advertise on our clothing to the ads you see on your phone, all of it is created and disseminated with business goals in mind. In this course, we will explore 5 units that encompass various aspects of the business world. With this assignment, you will seek out the following ideas in the real world and create a case file with your findings!

Business and its environment:

Choose a local business and contact the owner. Explain that you are working on a project and would like to know how their business is legally structured. (Sole proprietorship, Partnership, Corporation, etc..) Ask them why they chose that structure for their business and the advantages/disadvantages of their choice.

People in Organisations:

Choose a different business and ask to speak to the HR manager. Explain that you are working on a project and would like to know the structure of their staff. (Manager, Supervisor, Employee, etc.) Ask them about their hiring process, motivational methods, and if they have an employee manual. If yes, ask if you could get a copy!

Marketing: The Marketing Mix includes Product, Price, Place, and Promotion. It is important for marketers to accurately research each of these so that they can profitably reach their target market. For this part, pick 3 businesses and make a chart listing each aspect. Take the information on the 4 Ps and decide who the target market might be. See example on the [next page](#).

Operations and Project

Management: Choose a local business that sells products. Explain that you are working on a project and you would like to learn more about their inventory methods. Ask them where they get their products from, whether they carry stock (inventory housed in a storeroom) and if yes, how do they determine how much inventory to carry. How does the business manage their inventory?

Finance and Accounting:

Choose a local business and ask to speak to the owner. Explain that you are working on a project and that you'd like to ask about finding capital to start a business. Ask them if they can share how they financed their business, and the advantages and disadvantages of their source of finance. Also, ask them if they would share what they base their sales projections on.



Put your findings together in a case file (Manila Folder). One entrepreneurial trait is creativity, so let your creativity show in your final product! Think about including business logos/promos, and your thoughts about your conversations with your chosen business owners/managers.

Business	Product	Price	Place	Promotion	Target Market
Chipotle	Mexican Food (fast casual dining)	\$8-\$12	Stand-alone locations in busy shopping centers and other fast-food restaurants	Social Media, fundraisers	Gen Z, Millennials, middle class families, college and HS students.

*Marketing Mix Chart Example for assignment 1.

The Journalist



Staying up to date with business trends on a national and international level is important for everyone, but especially for those studying business. For this assignment, you will gather information on business trends and research topics that you find interesting! **Your journal should be hand-written and kept in a notebook (spiral or composition).** Make sure to date your entries and have at least 3 per week starting with June 13th. There are many business newsletters that are entertaining and informative. Suggested sources:

- The Morning Brew
- The Hustle
- Forbes
- Robin Hood Snacks

Check [out this list for more](#). You may use as many sources as you like. Each entry should be dated, have a title (name of the article), source, brief article summary, side-research you may have done (for example, if you come across a term that is new to you, find out what it means), and most importantly, your thoughts on the article. You may also use podcasts as a source! Creativity encouraged.

The Reader



According to Mara Leighton, writer for Insider, a common denominator among successful people is reading. Reading helps to give us different perspectives, learn new information, and make us well-rounded. For this assignment, choose from the following books to read over the summer. Host a 'Book Talk' in which you are the author and you are encouraging others to read your book. Discuss the content of the book, including highlights, parts that you found the most important, and the reason why this book is a must-read for business professionals. You may use audio recording, or video recording, and it should be 5-10 minutes long. Your script will be submitted along with your recording. Feel free to 'embellish' as you play the part of the author but stick to the book's facts!

