CITY AND ISLINGTON COLLEGE

CITY AND ISLINGTON SIXTH FORM COLLEGE

BUSINESS

BRIDGING ASSIGNMENT (GCSE TO A LEVEL)

The impact of Coronavirus on The Entertainment Industry in 2020

Your assignment is to research, develop and produce a mini project on the impact that coronavirus has had on the entertainment industry. You can choose to focus on the UK or globally.

The entertainment industry is made up of many segments, for example, film, sports, concerts, theatre, gaming, theme parks etc., so there are many areas that you could look at. Try to focus on one main area, but look at a few different businesses that compete with each other in order to form a general review. There are some segments whose performance has done better than others, this would be an interesting focus also.

Your mini project should include details of the following:

- One specific market segments – e.g., sporting events, live events, film, theme parks, broadcasting etc.
- At least two different companies that compete– e.g., Netflix/ Amazon Prime or Centre Parcs/Legoland.
- Quantitative and Qualitative data and information that provides a balanced viewed that can be analysed and evaluated by yourselves. A balanced view means positive and negative points about their current business situation and performance as well as any concessions, business decisions and marketing campaigns they have introduced.
- Graphics, charts, tables etc., allowing you to interpret the data that you present to give an analytical perspective as well as identify significant data and evaluation
- Forecasts and comment from medical professionals and economists regarding the pandemic and the future impact and recovery of the industry, for business, workers and customers

Suggested research to support your project (some topics included in Business AL) :

- Theories of Corporate Strategy / Causes and effects of Change in B
- Scenario Planning / Business Failure
- Demand and Supply

Word Count and Format

Project is expected to be 2,000-2,500 words in a professional business format.