A close-up of a logo

AI-generated content may be incorrect.

# Summer Work – Transition from Year 11 to Year 12

A Level Subject: Business

Teacher name and Contact Email: Mr Hill [r.hill@fakenhamacademy.org](mailto:r.hill@fakenhamacademy.org) Or Ms Woodrow [k.woodrow@fakenhamacademy.org](mailto:k.woodrow@fakenhamacademy.org)

Required textbook: (Year 12)

(Year 13)

Useful sources:

Specification: <https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132>

Past Papers: [https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/assessment-resources](https://www.aqa.org.uk/subjects/economics/as-and-a-level/economics-7135-7136/assessment-resources)

Revision: <https://www.tutor2u.net/business/collections>

Equipment List:

At least 2x A4 Strong Ring binder/ Arch Lever Folders

Dividers

Highlighters of various colours

Pens

Pencils

A4 Lined paper

# Tasks

**Get Ready for A Level Business**

Welcome to A Level Business! Whether or not you've studied Business before, this summer work will help you feel confident for your first lessons in September.

Business is all about how real-world organisations operate — from small start-ups to huge global companies. You’ll explore how businesses make decisions, deal with challenges, and aim to succeed.

You need to complete **at least 5 tasks**, but we encourage you to attempt more if you want to make a great start.

**Units Covered**

This work focuses only on Units 1 to 6 of the AQA A Level Business course:

✔ What is business?  
✔ Managers, leadership & decision making  
✔ Decision making to improve marketing performance  
✔ Decision making to improve operational performance  
✔ Decision making to improve financial performance  
✔ Decision making to improve human resource performance

**Task List — Complete at Least 5**

**Task 1: What is a Business?**

In your own words:

1. What is a business?
2. Can you name two businesses you use regularly?
3. Why do businesses exist — what purpose do they serve?

**Extension:** Research a business that started recently and explain what product or service they offer.

**Task 2: Meet the Entrepreneurs**

Research ONE famous entrepreneur, for example:

* Richard Branson
* Elon Musk
* Deborah Meaden
* Levi Roots

Find out:

* What business they started
* How they became successful
* One challenge they faced

**Extension:** What leadership qualities do they demonstrate?

**Task 3: Business Basics Key Word Hunt**

Find simple definitions for the following key terms:

* Business
* Entrepreneur
* Profit
* Market
* Customer
* Revenue
* Costs
* Leadership
* Product
* Marketing

**Extension:** Pick two words and give a real-life example of each.

**Task 4: Big Business Debate — Profit vs Purpose**

Answer the following:

1. Should businesses focus only on making money?
2. Or should they care about the environment and community too?

**Extension:** Research ONE business that balances profit with social responsibility.

**Task 5: Business Maths Quickfire**

Use a calculator to answer these:

1. A business sells 500 products at £10 each. What is their revenue?
2. Their costs are £3,000. What is their profit?
3. They want to increase revenue by 10%. How much do they need to sell now?

**Extension:** Research "profit margin" — what does this term mean?

**Task 6: Marketing in Action**

Pick a business (local or national) and explain:

* What product or service they sell
* Who their target customers are
* How they promote themselves (advertising, social media, etc.)

**Extension:** Suggest one improvement they could make to attract more customers.

**Task 7: Why are People Important?**

Businesses rely on employees to succeed. In your own words:

* Why is good leadership important in a business?
* What happens if employees are unhappy?
* What motivates people at work?

**Extension:** Research "Taylor's theory of motivation" and summarise it simply.

**Task 8: Challenges for Businesses**

Think about problems businesses face:

* Name one challenge a new business might have
* Name one challenge a big business might have

**Extension:** Research how inflation or the economy can affect businesses.

**Task 9: Famous Brands Quiz**

* Who owns the iPhone brand?
* Which fast-food chain uses a red logo with a Colonel as their mascot?
* What brand slogan is "Just Do It"?

**Extension:** Create two more brand questions for a friend or classmate.

**Task 10: Your Business Idea**

Imagine you are starting your own business:

* What product or service would you offer?
* Who are your customers?
* How would you advertise?
* What would success look like for your business?

**Extension:** Think about one challenge you might face and how you’d overcome it.