

# AQA A Level Business – Year 11 Transition Pack (Summer Work)

---

Congratulations on choosing A Level Business! This summer transition pack is designed to prepare you for the step up to A Level study. Whether or not you studied Business at GCSE, these tasks will help you develop the mindset and knowledge you'll need to succeed.

## Overview of AQA A Level Business

Year 12 Topics:

1. What is business?
2. Managers, leadership and decision making
3. Decision making to improve performance (marketing, operations, finance, HR)

## Summer Tasks Checklist

### Task 1: Business Case Study Review

**Objective:** Introduce real-world business issues.

**Instructions:** Choose one UK business (Tesco, Dyson, BrewDog, Greggs, ASOS). Research and create a profile including: overview, recent news, key products, a challenge, and a link to an A Level topic.

---

### Task 2: Business Concepts & Glossary

**Objective:** Build vocabulary and understanding of core business terms.

**Instructions:** Research each business term to find its definition and provide a real-world example of it:

- Revenue,
- Profit,
- Stakeholder,
- Market share,
- Fixed/Variable costs,
- Entrepreneur,

- Economies of scale,
  - Leadership,
  - Opportunity cost,
  - Elasticity of demand.
- 

### Task 3: Core Business Calculations

**Objective:** Get comfortable with numerical aspects of A Level Business.

**Instructions:** Complete calculations for revenue, profit, market share, and break-even. Use formulas and explain the meaning of each calculation.

**Extension:** Explain why break-even analysis might be limited.

---

### Task 4: Watch/Read/Listen Reflections

**Objective:** Develop business curiosity and independent study habits.

**Instructions:** Choose two: watch a business show, read business articles, or listen to a podcast. Reflect in bullet points on what was learned.

---

### Task 5: Formal Business Letter

**Objective:** Develop written communication skills.

**Instructions:** Write a formal letter (300–400 words) explaining your interest in business, what makes a business successful, and a business that inspires you.

---

### Task 6: Entrepreneur Profile Research

**Objective:** Understand the characteristics and impact of entrepreneurs.

**Instructions:** Choose one entrepreneur (e.g. Branson, Musk, Bartlett) and create a profile: background, ventures, traits, a risk overcome, and their leadership style.

**Extension:** Which leadership style do they use and why?

---

## Task 7: Mini Marketing Campaign

**Objective:** Get familiar with marketing principles and creativity in business.

**Instructions:** Design a campaign for a new product: name, features, target market, promotional methods, pricing, and distribution. You will need to carry out some research into these key areas.

---

### Task Completion Checklist

Task No.	Title	Completed (✓)
1	Business Case Study Review	
2	Business Concepts & Glossary	
3	Core Business Calculations	
4	Watch/Read/Listen Reflections	
5	Formal Business Letter	
6	Entrepreneur Profile Research	
7	Mini Marketing Campaign	

### Useful Links

- BBC Bitesize AQA A Level Business:

<https://www.bbc.co.uk/bitesize/examspecs/zv9bhcw>

- Tutor2u A Level Business: <https://www.tutor2u.net/business>

- BBC Business News: <https://www.bbc.co.uk/news/business>