



A-Level Business

We are asking all students to complete some Independent Preparatory Work over the summer, before they join Year 12 in September. You will need to bring this work to lessons as the content will be assessed through introductory assessments which will be completed within the few first weeks of the new term.

Tasks

Welcome to 'A' Level Business!

Task 1

In order to prepare you for your lessons in September, we would like you to research two **contrasting** businesses. You should be able to gather plenty of information about these businesses by looking on their website and looking at other articles on the internet. As the businesses should be contrasting, it is a good idea to choose a small, local business to compare to a larger business. I would recommend that you try to speak to a friend or family member who owns their own business or a contact within the business in order to gather the information required for this task. You should find out the following pieces of information for both organisations:

1. What are the objectives of the businesses?
2. How do the businesses measure the extent to which the objectives are being achieved?
3. What strategies are the businesses using in order to help them achieve their objectives?
4. How successful do you think these strategies have been?
5. What is the legal form of the business (sole trader, partnership, LTD, PLC, franchise)
6. What are the advantages and disadvantages of that legal form?
7. How does each business gather market research in order to inform business decisions i.e. which methods of market research do they use (e.g. questionnaire, focus groups, online surveys, customer feedback surveys, online reviews).
8. Compare the strengths and weaknesses of the two businesses. You may wish to comment on the following:
 - Strength of the brand
 - Whether it has a loyal customer base
 - Ability to offer lower prices
 - Quality
 - Range of services on offer
 - Access to finance and the impact on marketing, production etc.

This work is due during your first A Level Business lesson. This activity will enable you to develop a detailed case study of the two businesses that you will refer to in your first few lessons.



Sixth Form Summer Work 2026



Task 2

To be able to access many of the marks on A-Level assessments, a clear and thorough understanding of business functions is key. You therefore need to arrive to your first lesson in September having created a supporting notes on this exact topic area.

Each of the following functional areas should be researched, explained and then brought with you:

- Finance
- Marketing
- Human Resources
- Operations

This will need to include what **purpose** they serve, what they are **responsible** for, how they **link** to the other functional areas

Extra reading

Students who decide to study Business Studies at A Level should be prepared to read around the subject and be aware of what is happening in the business world. I would therefore suggest that you look at the following websites in order to prepare for your business course:

Specification

It is a good idea to look through the relevant specification in order to understand what you will be learning from September.

A-Level Business – <https://www.aqa.org.uk/subjects/business/a-level/business-7138>

These websites are useful for any business student. You should look at them regularly in order to keep your knowledge of events in the business world up-to-date.

<https://www.bbc.co.uk/news/business>

<https://news.sky.com/business>

<http://www.theguardian.com/uk/business>

The SKY and BBC news websites are particularly good for keeping up-to-date with business developments. The articles are easy to access and they are presented in a very user-friendly format. In your exams you will be expected to make reference to real-life case studies. Therefore, it is essential that you develop a good understanding of how businesses are performing, the strategies they use and the way in which they are affected by world events. Spend at least an hour a week reading about businesses on these websites.

<https://www.tutor2u.net/business/blog>

This is a website often used by teachers, but it is also useful for students. You will find that Tutor2u highlight lots of articles that link directly to the AQA Business Specification.

There are also numerous online tutorials and videos which are designed to help you develop your examination technique. You can also follow tutor2u on twitter to get updates and advice as you prepare for your examinations.