St Thomas More Catholic School

A Level Business (AQA) – Year 12 Summer Work Pack

Teacher: Mr Benhadj
Course: AQA A Level Business (Year 12 → Year 13)
Completion Deadline: First Business lesson in September

Welcome

Well done on completing your first year of A Level Business.

The transition into Year 13 is a significant step and the work we complete during the summer will help ensure you return confident and prepared for the demands of the second year of the course.

This booklet is designed to:

- consolidate your Year 12 knowledge
- encourage you to think like a business analyst
- improve your commercial awareness
- prepare you for the synoptic nature of Year 13.

Expectations

Complete every section.

Bring this booklet with you in September.

You should spend approximately **6–8 hours** completing the activities.

Section 1 – Business in the News

Over the summer choose **three** business stories from the news.

Possible sources:

- BBC Business
- Sky News Business
- Financial Times
- The Guardian Business
- Reuters
- The Economist

For each article complete the table.

Business	Date & What happened?	Which A Level topic does it link to?	How could this affect the business?

Section 2 – Business Knowledge Check

Answer the following questions.

Multiple Choice

1. Which stakeholder is primarily interested in dividends?

A Employees

B Government

C Shareholders

D Suppliers

2. Which objective is most likely for a new business?

A Profit maximisation

B Survival

C Ethical objectives

D Market leadership

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3. Which is an external influence?

A Employee motivation

B Cash flow

C Inflation

D Labour productivity

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4. SWOT stands for...

A Strengths, Weaknesses, Opportunities, Threats

B Strategy, Work, Organisation, Targets

C Sales, Wealth, Operations, Trade

D Strength, Welfare, Opportunities, Technology

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5. Which is NOT part of PESTLE?

A Political

B Economic

C Social

D Production

Short Answer Questions

1. Explain two benefits of having a clear mission statement.

(4 marks)

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2. Explain one possible conflict between managers and shareholders.

(4 marks)

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3. Explain how inflation might affect a business.

(4 marks)

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4. Explain one advantage of using SWOT analysis.

(4 marks)

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5. Explain one limitation of market share as a performance measure.

(4 marks)

Section 3 – Mission Statements

Choose **three** famous organisations.

Examples:

- Apple
- Nike
- Coca-Cola
- Amazon
- McDonald's
- IKEA
- Lego

- Tesla

Research each organisation's mission statement.

Complete the table.

Business	Mission Statement	Is it effective? Why?

Then answer:

Which mission statement do you think is the strongest and why?

(Approximately 150 words)

Section 4 – Corporate Objectives

Imagine you have started your own business.

Complete the following.

Business name:

Logo (draw one)

Industry:

Products/services:

Target market:

Mission statement:

Five corporate objectives:

Explain why each objective is important.

Section 5 – PESTLE Investigation

Choose ONE business.

Complete a full PESTLE analysis.

Factor	Impact on the business
Political	
Economic	
Social	
Technological	
Legal	
Environmental	

Finally answer:

Which factor is currently having the greatest impact?

Explain your answer.

(250 words)

Section 6 – SWOT Challenge

Choose one company.

Carry out a full SWOT analysis.

Strengths	Weaknesses

Opportunities Threats

Now answer:

How could this business use its strengths to overcome its threats?

(250 words)

Section 7 – Dragon's Den Challenge

Watch ONE episode of *Dragon's Den*.

Choose your favourite business.

Answer:

What product did they sell?

What problem does it solve?

Would you invest?

Why?

How could the business improve?

(300 words)

Section 8 – Film Review

Choose ONE film.

Recommended films:

- The Founder
- Moneyball
- Joy
- Air
- The Social Network
- Steve Jobs
- The Big Short
- The Pursuit of Happyness

Write a review including:

• Summary

• Business concepts shown

• Entrepreneurial qualities

• Business decisions made

• What you learned

Approximately **500 words**

Section 9 – Business Book Review

Choose ONE book.

Recommended books:

- Atomic Habits – James Clear
- Shoe Dog – Phil Knight
- The Lean Startup – Eric Ries
- Rich Dad Poor Dad – Robert Kiyosaki
- The Psychology of Money – Morgan Housel

- How I Built This – Guy Raz

Read at least one chapter (or the whole book if possible).

Write:

Summary

Key lessons

Business links

How it relates to A Level Business

Would you recommend it?

Approximately **500 words**

Section 10 – BBC Dragons

Research a famous entrepreneur.

Examples:

Richard Branson

Sara Davies

Deborah Meaden

Steven Bartlett

James Dyson

Levi Roots

Write one page including:

Background

How they became successful

Business decisions

Leadership style

Challenges faced

Three lessons students can learn.

Section 11 – Exam Practice

Answer the following.

10 Marks

Analyse two benefits of setting clear corporate objectives.

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10 Marks

Analyse two limitations of SWOT analysis.

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16 Marks

Evaluate whether external factors are more important than internal factors when determining business success.

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20 Marks

“A strong mission statement is the most important factor in ensuring long-term business success.”

Evaluate this view.

Section 12 – Summer Commercial Awareness Challenge

During the holidays:

✅ Visit a supermarket and identify examples of branding, pricing strategies and promotions.

✅ Visit a shopping centre and compare two competing businesses.

✅ Speak to someone who owns or manages a business.

✅ Listen to one business podcast.

Recommended podcasts:

- Diary of a CEO
- Business Wars
- Planet Money
- The Prof G Podcast

Write one page reflecting on what you learned.

Stretch & Challenge

Choose ONE global company.

Create a professional business profile including:

- History
- Mission Statement
- Objectives
- Stakeholders
- SWOT
- PESTLE
- Competitors
- Sources of finance
- Market share
- Recent news
- Future challenges

Aim for **2–3 pages**.

Final Reflection

Complete before returning in September.

1. Which activity did you enjoy most?
2. Which topic do you still find difficult?
3. What grade are you aiming for next year?
4. What will you do differently in Year 13?
5. What are your three academic goals?

Good luck!

Have a fantastic summer and make time to relax, recharge and enjoy the break. However, remember that Year 13 moves quickly and the students who achieve the highest grades are those who keep their business knowledge fresh over the summer.

I look forward to seeing you all in September ready for an exciting and successful final year.

Mr Benhadj
Head of Business & Economics