

Welcome

Business is a popular course that is firmly grounded in the reality of the dynamic business environment. Students will learn subject content alongside real business events such as the COVID-19, global recession, the BP Deepwater Horizon oil spill and the leadership of great entrepreneurs such as Steve Jobs and Sir Richard Branson to bring theory to life. The subject explores the challenges and issues of starting, running and expanding a business and examines the different functional areas including Human Resources, Finance, Marketing and Operations.

You have activities to complete from over the summer. These tasks should hopefully get you thinking about some of the many business challenges that are going on in the UK right now. As you think about the questions, always think about the reasons that justify an opinion.

Basic course overview:

We are excited to bring you the new AQA 'A' Level Business course; it is the most up to date and relevant business course in the country. Over 2 years you will be study for three examinations cover 3 units, 2 hours per examination. The basic overview of the course content can be seen below:

- Unit One: What is Business? Managing Marketing and Finance
- Unit Two: Managing People and Operations
- Unit Three: Business and Society, the External Environment and Strategy

Each exam is:

- 2 hours in length
- Carries 90 marks
- Worth a third of the final grade
- Content coverage is:
 - Exam One : Unit 1
 - Exam Two: Unit 2 with links to unit 1
 - Exam Three:Unit 3 with links to units 1 and 2

Download the speciifcation by visiting:

[A-level Business 7138 | Overview | AQA](#)

Activity 1

- a) Create a Folder on your home computer or memory stick called 'Business A-Level'. Save all your work (activities) in this folder for printing when in school in September 2026.
- b) Using the link on page 1, download, save and browse the specification for AQA A level Business. (make sure you have the 2026 specification)

Alternatively, if the link does not work, you can find the specification on the AQA website, click subjects in the top left-hand corner, Business, scroll down to AS and A level Business and then download and save the specification. (Making sure you have selected the 2026 specification)

Activity 2

Global Brands Quiz

Use internet research to complete this activity.

Below are some of the top 30 most valuable global brands in 2025 according to Inter brand. However they are not in the correct order.

1. List the brands in the correct order from most valuable to least.
2. What is the form of ownership (business legal ownership structure) of each business?
3. What market share does each business hold in their respective industry?
4. What is the scope of each business? (National, International, Global)
5. How does each business use innovation and technology to be successful? Give examples.

It is impossible to know what companies will be examined in your assessments. However, some of the big multinationals will provide you with enough evidence to cover many of the aspects of business in your course. Become familiar with these business, they will help you contextualize your answers.

Activity 3

Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take BREXIT for example, do you view that as a positive or negative? If you studied GCSE Business you should already be familiar with some basic business terms, however, if you are new to Business, you can use the summer to get to grips with some of these terms. Below are the terms it helps to be familiar with. Research the business definitions and theories in the table below. Create flashcards of each and spend 10 minutes a week over the summer to remember them. Use www.tutor2u.com to help you.

Easy Key Term	Challenging Terms
Revenue (define, formula)	Inflation
Profit (define, formula)	Interest rates
Variable costs (define, formula)	Porters Five Forces
Contribution per unit (formula)	Boston Matrix
Break even (define, formula)	Ansoff Matrix
LTD	Labour turnover (define, formula)
PLC	Capacity utilisation (define, formula)
Unlimited liability	ROCE (define, formula)
Limited liability	Current Ratio (define, formula)
Exchange rate	Trading Bloc
Profit margin	

Activity 4 Desert Island Businesses

You have been stuck on a desert island, but luckily five businesses have already set up there.

Complete the following tasks;

1. What are needs, wants?
2. Produce a list of your preferred five businesses that you feel would be most important for you to survive and be happy on this desert island.
3. Give reasons for each of your choices, it might be helpful to rank them in order of importance.

Activity 5

Exchange Rate Research Activity

Mix and match exchange rates for the countries listed below:

Countries

China	Russia	Mexico	South Africa	India
Japan	Saudi Arabia	Thailand	Denmark	Sweden

Currencies

Baht	Krona	Riyal	Rand	Yen
Krone	Ruble	Rupee	Yuan	Peso

Watch the following clip on exchange rates:

Exchange rate - <https://www.youtube.com/watch?v=uWIm4-iF7W4>

- Explain what you understand by the term 'exchange rate'.
- Find out the exchange rate for the UK £:€ (pound to euro) and the exchange rate for UK £:\$ (pound to dollar).
- Plot exchange rates for the past 15 years:
 - Pound against the American dollar and
 - Pound against the Euro
- Find out what is meant by the "gold standard".

Activity 7

Inflation Research Activity Watch the following clip:

Exploring inflation - <http://www.bankofengland.co.uk/education/Pages/resources/films/default.aspx>

Now find out the following (you may need to look at other websites as well):

- a. The current government target for inflation
- b. How inflation is measured in the UK
- c. The difference between CPI and RPI
- d. Plot the rates of inflation since 2000
- e. How the Bank of England can control inflation
- f. The current interest base rate
- g. Reasons why it is important for inflation to not be too low or even negative (deflation)

Activity 8

GDP Research Activity Watch the following clips regarding GDP:

https://www.youtube.com/watch?v=FXWBS_sx-us

<http://www.bbc.co.uk/news/10613201>-Dec Curry

Now find out the following:

- a. What GDP stands for
- b. What GDP measures
- c. What is meant by GDP per capita?
- d. The total value of GDP for the UK last year
- e. The UK's current GDP per capita
- f. The economic term used to describe a six-month period of negative growth

- h. The economic term used to describe exceptionally high growth
- i. Time periods of negative growth in the UK (go back 30 years)

j. How much the UK economy grew by last year?

k. Plot a chart showing the UK economic growth rate for the past 15 years

Activity 11

Unemployment Research Activity

Use the link below to help you:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/methodologies/aguidetolabourmarketstatistics#unemployment>

Now find out the following:

- What is meant by unemployment?
- Which groups of people are not counted in the unemployment figures?
- The current UK unemployment rate
- The highest rate of unemployment in the UK in the last ten years
- The lowest rate of unemployment in the UK in the last ten year

Reading List & Recommendations

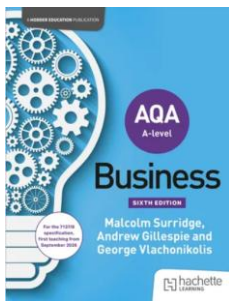
Social Media

Twitter, YouTube, TV

We recommend you follow useful business news providers such as the BBC, Chanel 4 News, Tutor2U, The Independent, The Guardian, The Economist, Marketing magazine, SKY News etc. Others such as The Times, Telegraph and The Financial Times are good but limit your access if you do not pay for subscription.

Books: Class textbook

AQA A-level Business (Surridge, Gillespie and Vlachonikolis) ISBN: 9781036003265



You will need to purchase a copy of this book (aprox £46) OR a digital copy (£11.50 per year)

Useful websites and Reading

Tutor2u, BBC website Business news section, The Guardian newspaper Business section, The Independent newspaper Business section, The Financial Times and The Economist