

A Level Business (AQA): Summer Task

To be a successful A-level Business student you need to have an analytical mind. You need to make judgements and be able to justify your decisions.



The tasks below encourage independent learning and critical thinking skills. All tasks will allow you to investigate real businesses and apply theory to practice.

Task 1:

Keeping up to date with what is happening in the business world is essential.

In your exams you will be expected to refer to real life businesses and use current examples to back up your arguments. It is essential that throughout the course you build up a portfolio of current business news articles.

Read a total of four business related news articles and summarise your findings in the table below:

| Date and title of business article: | Summarise the article in three lines | Will this have a positive or negative impact? If so, who on? |
|-------------------------------------|--------------------------------------|--|
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Task 2:

Unit 2 investigates the role of leadership in business success.

Create a PowerPoint presentation that answers the following question: What makes a good leader?

You should include the following:

- Definition of 'leader'
 - Characteristics of a good leader
 - Examples of 2 Business Leaders - Choose 2 Business leaders of your choice from the list below and explain what characteristics they have.
- Use examples and sources from the videos below to show how they are a good leader.

| Leader: | Further Information: |
|--------------------|---|
| Elon Musk | https://www.youtube.com/results?search_query=elon+musk+leadership+style+ |
| Jeff Bazos | https://www.youtube.com/results?search_query=jeff+bezoz+leadership+style |
| Arianna Huffington | https://www.youtube.com/results?search_query=arianna+huffington+leadership+style |



Task 3:

Conduct your own research on one of the following businesses:

1. Amazon
2. Marks and Spencer
3. Costa Coffee

Conduct your own research and produce a short report that includes:

- Name of the business
 - History of the business
 - Current type of ownership (e.g. PLC/LTD)
 - What it produces/ sells
 - Market data on the business, i.e. its market share, turnover, profit levels
 - How the business has been affected by the pandemic and what actions it has taken
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Task 4:

Produce a detailed SWOT analysis for the same business as task 3: Amazon, Marks and Spencer OR Costa Coffee

Use the information and videos on the 'Hints and Tips' page below before starting your SWOT analysis. You could also use the company website and current news articles to gather further information.

Use the following template to record your findings:

| | Strengths | Weaknesses |
|------------------|---------------|------------|
| Internal factors | | |
| | Opportunities | Threats |
| External factors | | |

Task 4: Hints & Tips...

What is SWOT analysis?

SWOT analysis is a technique that allows an organisation to assess its overall position.

It is a method of analysing the current situation by examining the internal strengths and weaknesses of the business and the external opportunities and threats.

Strengths and weaknesses:

- Are internal to the business (inside the business e.g. cash flow, staff expertise)
- Relate to the present situation

Opportunities and threats:

- Are external to the business (outside of the business e.g. law, politics, economy)
- Relate to changes in the outside environment which will impact the business

If you require further information:

1. Watch the two videos below about SWOT analysis
<https://www.tutor2u.net/business/reference/swot-analysis-video>
<https://www.tutor2u.net/business/reference/pestle-analysis-video>

Watch the videos below that show examples of completed SWOT analysis

- Starbucks SWOT analysis <https://www.youtube.com/watch?v=mR9eICQJLXA>
- Tesla SWOT analysis https://www.youtube.com/watch?v=I7CT8Ox_Gcg

