



BUSINESS



Welcome to AQA A Level Business. Whatever you choose to do in the future, whether it's an apprenticeship, university or even your own business, you'll find that the knowledge and skills you gain on this course will help you achieve your goals.

Please complete our transition task by your first lesson back in September.

Should you require any help or if you have any questions then please contact the Head of Business: lpeters@cardinalnewmanschool.net

COMPULSORY TRANSITION TASK

Over forty per cent of Business start ups in the UK fail within five years whilst others have been trading for over a century. What is the key to business survival? Write a 500-600 word essay answering this question:



What you must include:

- Three factors affecting business survival – Use “Because-Leading-Therefore” analysis paragraph for each factor
- Real business examples that have survived and failed – Use “for example” or “such as”
- Write an overall conclusion identifying the most important success factor for business survival. Sentence starter – “Overall, while several factors affect survival, the most important is... because...”

Possible factors you could explore

- Innovation (new goods and services)
- Leadership and decision making
- Adaptability to change
- Marketing and branding
- Financial management

Suggested Resources:

[ERC-The-State-of-Small-Business-Britain-2025.pdf](#)

[Decoding Small Business Failures: Top Four Contributing Factors](#)

[Case Study: Netflix's Transition from DVD Rental to Streaming - Oxford Executive Institute](#)

[From Crisis to Glory: Case Studies of Impressive Brand Bounce-Backs | Content Whale](#)

[Companies That Failed Due To Competition | Maya](#)

[Top 10 Reasons Why Nokia Failed | Nokia Failure Case Study](#)

Want to challenge yourself?: Additional mini evaluation. To what extent is failure always avoidable? Write 150-200 word evaluation answering this question.

You could consider:

- External factors (e.g. recession, technology)
- Whether businesses can always fully control their success

Wider Reading and Preparation for A-Level Task 1

The external environment

Every business needs to understand what is going on around it and identify the factors that can affect how it operates, and whether it succeeds or fails. They will conduct a 'PESTLE' analysis as this helps them to develop strategies to react to these external factors. PESTLE stands for:

Watch the video:

<https://www.youtube.com/watch?v=sP2sDw5waEU>

	POLITICAL
	ECONOMIC
	SOCIAL
	TECHNOLOGICAL
	LEGAL
	ETHICAL / ENVIRONMENTAL



Apple and PESTLE analysis

PESTLE Factor	Example affecting Apple	Your additional example
Political	Trade tariffs between the US and China	
Economic	Changes in exchange rates	
Social	Popularity of smartphones	
Technological	New product innovation	
Legal	Data protection laws	
Environmental	Pressure to reduce carbon footprint	



Research

Research a business of your choice.

Which one PESTLE factor has the **greatest impact** on your business right now?

Write a short paragraph (approx. 150–200 words).

- Use this structure:
- Identify your factor
 - Explain why it is important
 - Compare it to at least one other factor

Answer template:

The most significant factor is...

This has a major impact because...

In the short term.....but in the long term....

This is more important than ___ because...

Wider Reading and Preparation for A-Level Task 2

Management and leadership

What is leadership?

Leadership means taking the initiative to set clear objectives and to motivate or guide staff towards their achievement.

What is management?

Management means organising and galvanising staff to implement the strategies needed to achieve the objectives.

Watch the videos:

<https://www.youtube.com/watch?v=MYnex8h2R2Q>

<https://www.youtube.com/watch?v=ETDOq99Z-js>



Explain, in approx. 100 words, why it is so important to have effective leadership and management in a business.

Famous leaders

The following people have all been celebrated as successful leaders



Research

Choose **one leader** (e.g. business, political, social) such as:

- Steve Jobs
- Elon Musk
- Oprah Winfrey
- Barack Obama

Describe in approx. 100 words, key characteristics of your leader.

Explain in approx. 200 words how their leadership style contributed to their success.

Wider Reading and Preparation for A-Level Task 3

Marketing

What is marketing?

“The process of identifying, anticipating (predicting) and satisfying customer needs profitably”

Read the article:

[Marketing: What Is It and Why Is It Important? | Coursera](#)



Why is marketing so important to a business?

“The railroads went out of business because they assumed themselves to be in the railroad business rather than in the transportation business.”

Theodore Levitt, 1960



This quote is sixty years old but still relevant today.

Using the article, explain why marketing is important to a business.

Answer guide

- Identify **3 reasons** marketing is important
- Apply each to a **real business**
- Explain how this leads to **business success**

Answer template

Marketing is important because it helps businesses to...

One key role of marketing is to...

For example, [business] uses marketing to...

This can be seen when [company]...

Consequently, this gives the business a competitive advantage by...



Wider Reading and Preparation for A-Level Task 4

Globalisation

What is globalisation?

A **process** in which economies have become increasingly **integrated and inter-dependent**.

Read the article:

[Global Coffee Supply Chain Explained](#)



Explain globalisation in your own words using the article and your own knowledge and research



The World economy

How the world economy has changed.

The world economy is changing rapidly! Since 1980 the share of global economic output has shifted towards Asian-Pacific countries who now dominate.

Read the article:

<https://www.economicshelp.org/blog/81/trade/costs-and-benefits-of-globalisation/>



Identify the costs and benefits of globalisation. You can complete this in a table or mind map.

Does globalisation create more benefits than costs? Justify your decision.

Answer guide

- Paragraph 1: Arguments FOR
- Paragraph 2: Arguments AGAINST
- Final judgement

Answer template

- “One argument in favour is...”
- “However, a drawback is...”
- “Overall, globalisation is beneficial/not beneficial because...”



Wider Reading and Preparation for A-Level Task 5

Corporate Social Responsibility (CSR)

What is Corporate Social Responsibility (CSR)?

The extent to which a business addresses the concerns and obligations to its wider stakeholders

The actions a business takes over and above the minimum required by law in addressing societal needs and wants

CSR is Based on the Idea that the needs of business and Society are interdependent

Watch the video:

https://www.youtube.com/watch?v=1bpf_sHebLI

Marks and Spencer Plan A

Research the website:



[Plan A - Our Planet | Marks & Spencer](#)

How could Plan A benefit M&S in the **long term**?

What are the possible **costs or drawbacks** of such a strategy?

✓ Use this structure:

Point → Explanation → Real Example → Link to profit or reputation



Discussion: Is CSR relevant to **all** businesses? Answer in 500-600 words.

Answer guide

Paragraph 1 – Argument FOR CSR

- CSR improves reputation and customer loyalty
- Example (e.g. M&S, Patagonia, etc.)
- Explain how this can increase profits

Paragraph 2 – Argument AGAINST CSR

- Costs reduce profit in the short term
- Example of a business prioritising profit

Conclusion (MOST IMPORTANT)

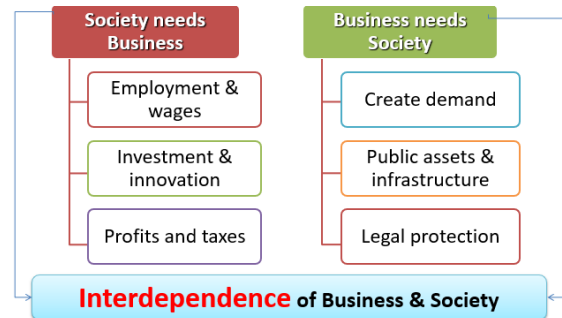
Give a clear judgement

Use phrases like:

- It depends on...
- In the short term... but in the long term...
- More important for some businesses than others...

Suggested resource

[Pros and Cons of Corporate Social Responsibility — Konyse](#)



Wider Reading and Preparation for A-Level Task 6

Business and digital technology

What is technology?

The application of scientific knowledge for practical purposes, especially in industry.

What is digital technology?

Includes any piece of equipment containing a computer chip.



In one minute....
How many?.....
WhatsApp messages
Youtube video views
Google search queries



Click on link to find out:

[Take a Look Inside 60 Seconds on the Internet](#)

E-commerce

The buying and selling of goods and services through the use of electronic media.

E-Commerce Trends

Read the article:

[Ecommerce trends to look out for in 2026 | Mollie](#)



Research **current trends in e-commerce (2024–2026)**.

Choose three trends, for example AI and personalisation

For each trend:

- Explain what it is
- Apply it to a real business (e.g. Amazon, ASOS, TikTok Shop)
- Analyse how it affects businesses (costs, revenue, competition)

Evaluation:

To what extent do e-commerce trends create more opportunities than challenges for businesses?

Answer template

One major opportunity created by e-commerce trends is... This is shown by... This allows businesses to... A real-life example is... Therefore, this suggests that...

One major challenge of e-commerce is..... This is a problem because.... As a result, businesses may..... A real-life example is...

Overall, e-commerce trends create more opportunities/challenges for most businesses because..." The extent of this opportunity/challenge varies depending on.....