



AQA A Level Business Year 12 Transition Work

Why study A Level Business?

The A-level Business course introduces you to all you need to know about working in business, providing a solid foundation for further study. With a focus on helping you to become a good decision maker, you'll learn essential managerial skills, alongside techniques to help you become an analytical problem solver. These skills are all highly sought after and valued in a wide range of careers.

Business is a subject that will open doors to varied pathways post-18. This could be apprenticeships, setting up your own business, university and careers in the workplace e.g. marketing, human resources, accounting, the travel industry and many more.

A-Level Business at a glance

Content Overview:

Year 12: An introduction to key business areas: marketing, operations, finance and human resource management. This includes a special focus on decision making – particularly how decisions made in one area can affect the rest of the business.

Topic 1 – What is business?

Topic 2 – Managers, leadership and decision making

Topic 3 – Decision making to improve marketing performance



Topic 4 – Decision making to improve operational performance

Topic 5 – Decision making to improve financial performance

Topic 6 – Decision making to improve human resource performance

Year 13: An investigation of the strategic decisions that all businesses have to make.

Topic 7 – Analysing the strategic position of a business

Topic 8 – Choosing the strategic direction

Topic 9 – Strategic methods: how to pursue strategies

Topic 10 – Managing strategic change

A-level assessment:

A-level assessment consists of three x 2 hour written exams taken at the end of the two-year course. Each exam will be worth a third of the A-level. All three papers will draw on material from the whole course and will feature a range of question styles including multiple choice questions, short answer questions, essay questions, data response questions and case studies.



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The purpose of the transition work

As part of your transition into Year 12 Business Studies, we'd like you to demonstrate some of the skills you'll be developing on the course next year.



Deadline: Please ensure your completed task is submitted during your first lesson in September.

If you have any questions or need support, please contact Mrs A Holton at:



holton@holytrinitycrawley.org.uk

Transition Tasks

1. Pre-Listening Task: Meet the Brand (30 mins)

Research Gymshark

1. What do they sell?
2. Who is their target market?
3. What makes them different from other fitness brands?

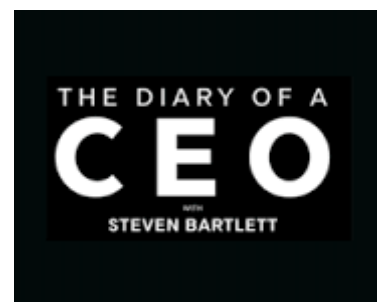


2. Podcast Listening & Key Takeaways (1.5 hour)

Listen to the episode and answer the questions below: **'Gymshark CEO: How I Built A \$1.5 Billion Business At 19! Ben Francis'**



1. What challenges did Ben face in the early days?
2. What role did social media and influencers play in Gymshark's growth?
3. What leadership qualities does Ben demonstrate?
4. What business decisions helped Gymshark scale from a small operation to a global brand?
5. What surprised or inspired you most about Ben's journey?



Task 3: Business Concepts in Action (1 hour)

After listening to the podcast, identify and match key moments or themes from Ben Francis's journey to specific A-level Business Studies concepts. This helps you begin to think analytically and apply theory to real-world examples.

Complete the table below by filling in the 'Podcast Moment', 'Business Concept', and 'Explanation' columns. An example one has been done for you.

Podcast Moment	Business Concept	Explanation
Ben used YouTube influencers to promote Gymshark	Marketing Strategy	This shows how influencer marketing can build brand awareness and loyalty.

Task 4: Create Your Own Brand (1 hour)

Design your own start-up brand inspired by Gymshark. This could be done on a word document or a PowerPoint presentation. Include:

1. Business name and logo
2. Target market
3. Marketing strategy (especially digital)



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4. Growth plan

Task 5: Reflection (30 mins)

Write a short reflection:

1. What inspired you most about Ben Francis' journey?
2. What qualities do you think are most important for a successful entrepreneur?