



Urmston Grammar Sixth Form – Transition Work Business Studies Department

A Level Business Studies Theme 1 Transition Work

Task 1:

Using the link, watch the Channel 5 documentary and complete the 4 worksheets attached.

<https://time2resources.co.uk/blog/preparing-year-11-students-for-year-12-business-qualifications-with-inside-aldi/>

This is an introduction to the Business course as a whole and will be attached to DJK's instructions too, you obviously don't have to do it twice.

As you work your way through each set of activities, you will notice a summary of Key Terms - we would like you to create a Key Term Glossary in Word or Excel, and enter each Key Term, together with a clear definition or explanation. As you progress through each of the Theme 1 & 2 Business sections to follow, we would like you to update your Glossary after each activity. At the start of the course we will check the content of your Glossary to ensure it is up to date, and we will have a Key Terms Test early in the new academic year.

Task 2: Competitive Advantage, Product Differentiation, Market and Product Orientation and Adding Value

Find the PowerPoint on the shared area, in social sciences, Business Studies, Mr Hains, Transition Work.

Add the new key terms you encounter to your glossary of terms, make revision notes on each topic using the slides and the attached videos, or print off PowerPoints for your file - I recommend using the 'three slides per page' format as this gives you lines on which you can add further information or annotations; complete the tasks and practice questions as you reach them within the PowerPoint (a full list of tasks can be found in the summary checklist below).

Complete the worksheets attached below and self-assess using the answers on the second page.

[Competitive Advantage, Product Differentiation, Market and Product Orientation and Adding Value PowerPoint](#)

[Adding Value Worksheet & Answers](#)

[Competitive Advantage Worksheet & Answers](#)

[Market v Product Orientation Worksheet & Answers](#)



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Task 3: Market Research

Make notes on each of the new key concepts and add the key terms to your glossary of terms. Make use of both the information on the slide and also the videos attached. You have a range of tasks to complete, including a grid of advantages and disadvantages, 5 practice questions to recap and then 2 past paper questions to check your understanding from task 2.

Complete the worksheets attached below and self-assess using the answers on the second page.

[Market Research PowerPoint](#)

[Primary Research Worksheet & Answers](#)

[Secondary Research Worksheet & Answers](#)

Task 4: Risk v Uncertainty

Watch the video in the header of the worksheet (find using same path as above), complete the worksheet and then use the answers on the next page to mark, correct and annotate your work. Please do not just look at the answers first and copy them up. Test yourself.

[Risk v Uncertainty Worksheet & Answers](#)

Task 5: Spotting a gap in the market

Work through the PowerPoint making notes using the slides and the videos, adding all new key terms to your glossary of terms. When you reach a task complete it to the best of your ability.

Complete the worksheet attached below and self-assess using the answers on the second page.

[Spotting a gap in the market PowerPoint](#)

[Market Mapping Worksheet & Answers](#)

General

Throughout these instructions, you have been asked to prepare revision notes or to print copies of Powerpoint presentations for your file. At the start of the A Level course, we will check your files to ensure that you have notes for each of the topic areas studied during the Transitional Work to ensure that the work has been completed.

You should, of course, attempt any on-line quizzes and complete all worksheets; you will notice that answers are included for most of these, and they should be treated as self-mark exercises; where answers are not included, these will be collected at the start of the course, marked and returned as the topic is covered/revised in class. During the w/c 13/07, the last week in school this summer, we would like you to submit a brief video clip of the work you have completed - simply video your file and flick through your notes and worksheets to show us the work that you have completed during this transitional period. This should be submitted using flipgrid (free to download through ios or android) – code 05ff9828; password BusTrans2020, or direct to dkearns@urmstongrammar.org.uk.



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There is a summary of all the Transition Work on Mr Kearns' file so that you can keep track of the work as you do it. If you have any queries about the work set or the worksheets, please do not hesitate to contact me through bhains@urmstongrammar.org.uk.

Useful Resoruces:

www.tutor2u.com

The key to finding the information is searching the topic followed by Tutor2u in Google for example
Youtubers: Bizconsesh, Takingthebiz & Tutor2u

All resources on shared area, Social Science, Business Studies, Mr Hains, Transition Work