



Urmston Grammar Sixth Form – Transition Work

Business Studies Department

A Level Business Transition Work

Theme 1 Introduction

Topic 1: Mass and Niche Marketing

Task 1:

Watch the video on mass and niche marketing and make notes

<https://www.youtube.com/watch?v=OV2zbaMr-c>

Task 2:

Complete the worksheet below and self-mark

[Edex 59 Niche vs Mass Markets](#)

Topic 2: Product v Market Orientation

Task 3:

Watch the video on product and market orientation and make notes

Req <https://www.youtube.com/watch?v=QtkSp3UIYP4>

Task 4:

Complete the worksheet below and self-mark

[Edex 51 Market v Product Orientation.doc](#)

Topic 3: Market Segmentation

Task 5:

Watch the video on market segmentation and make notes

<https://www.youtube.com/watch?v=BdQJJAx58F4>

Task 6:

Complete the worksheet below and self-mark

[Edex 49 Market segmentation.doc](#)



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Business Studies Department

Theme 2 Introduction

Topic 4: Sources of Finance

Task 7:

Watch the videos on Sources of Finance and make notes

[Sources of Business Finance Explained | Bank Loans, Trade Credit, Share Capital, Overdrafts & More \(youtube.com\)](#)

[Sources of Finance for Growing and Established Businesses | Internal and External Sources Explained \(youtube.com\)](#)

Task 8:

Complete the worksheet below and self-mark

[Edex 90 Sources of finance.doc](#)

Topic 5: Business Costs

Task 9:

Watch the video on Fixed & Variable Costs and make notes

[Fixed, Variable & Total Costs | Business Costs \(youtube.com\)](#)

Task 10:

Complete the worksheet below and self-mark

[Edex 34 Fixed and Variable Costs](#)

Topic 6: Calculating Profit

Task 11:

Watch the videos on Calculating Profit and make notes

[A level Business Revision - Profit \(youtube.com\)](#)

[Calculating Profit \(youtube.com\)](#)

Task 12:

Complete the worksheet below and self-mark

[Edex 10 Calculating Profit \(Unit 1\).doc](#)