



# Urmston Grammar Sixth Form – Transition Work

## Business Department

### A Level Business Transition Work

#### Introduction

Welcome to Business at Urmston Grammar. You will find here, two sets of Transition Work which should be completed before the start of the A Level course in September. There are two distinct areas of study in Yr1 A Level Business: Theme 1, Marketing & People deals with identifying business opportunities, market research, how markets work, how to price, promote and distribute your product or service, and then the nature of people in organisations - entrepreneurs, leadership, management, recruitment, training, motivation and the structure of the business. Mr Hains teaches Theme 1, and his work will appear in the separately listed Marketing & People document; he can be contacted on [bhains@urmstongrammar.org.uk](mailto:bhains@urmstongrammar.org.uk). I teach Theme 2, which covers Managing Operations and includes all the Financial Planning elements (Margins, Breakeven, Cash Flow, Budgeting and Forecasting, and Financial Records), controlling stock and quality, and maximising efficiency; I also look at the external influences on business from a legal and economic perspective. This document incorporates all my work, together with four introductory sessions; I can be contacted on [dkearns@urmstongrammar.org.uk](mailto:dkearns@urmstongrammar.org.uk). The Transition Work is split into these two themes, following on from some general introductory work for the subject as a whole. Please contact the appropriate teacher if you have any queries, or require any further explanation or support.

#### Business - An Introduction

Please follow the four links below as an introduction to Business, both Themes 1 & 2. Each link is a session that should last approximately 2 hours, and incorporates a series of activities revolving around a current TV documentary on Aldi. When you access the links, print off the documents that you are working through and the Google worksheets included, and, when completed, save them in your file for the start of the course, when Mr Hains and I will go through them with you. You may choose to complete them on-line and save in a folder for future reference. To evidence that the work has been completed, we would like you to submit a photo of the final page of each worksheet, or a video clip of your work. Please send this to [dkearns@urmstongrammar.org.uk](mailto:dkearns@urmstongrammar.org.uk).

[Aldi 1 - Competitive Advantage, Marketing & Market Share](#)

[Aldi 2 - The Functional Areas of Business](#)

[Aldi 3 - Business Structure, Market Segmentation & Demand](#)

[Aldi 4 - Strategy & Growth](#)

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.



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### Theme 2 - Managing Operations

You should now look at each topic in turn, downloading a copy of the notes and/or the PowerPoint for your files - I would advise printing off PowerPoints in the 'three slides' format if you intend to do so, as it will provide additional lines on which you can make further notes or annotations. 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.

You should watch the attached video clips and annotate your notes as appropriate.

Finally, you should 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](mailto:dkearns@urmstongrammar.org.uk) .

If you have any queries about the work set or the worksheets, please do not hesitate to contact me through [dkearns@urmstongrammar.org.uk](mailto:dkearns@urmstongrammar.org.uk) .

[Revenue & Demand Video Clip](#)

[Revenue & Demand Notes](#)

[Costs Notes](#)

[Costs Video Clip](#)

[Costs Guided Worksheet](#)

[Costs Guided Worksheet Answers](#)

[Calculating Profit Guided Worksheet](#)

[Calculating Profit Guided Worksheet Answers](#)

[Measuring & Improving Profit Video Clip](#)

[Profit Notes](#)

[Measuring & Importance of Profit On-line Quiz](#)

[Improving Profit On-line Quiz](#)

[Profit, Costs & Revenue Calculations](#)

[Calculations Answers](#)

[Profit, Costs & Revenue Calculations for Submission](#)

[Breakeven PowerPoint](#) *N.B. This PowerPoint contains some questions which will be covered in class next term*

[Breakeven Video Clip](#)

[Breakeven Notes](#)

[Breakeven Calculations](#)

[Breakeven Calculations Answers](#)

[Breakeven Calculations for Submission](#)



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[Budgets & Budgeting Video Clip](#)

[Variance Analysis Video Clip](#)

[Budgets PowerPoint](#)

[Budgets & Variance Analysis Notes](#)

[Budgets & Budgeting On-line Quiz](#)

[Variance Analysis On-line Quiz](#)

On the final page of this document, below, we have included a summary checklist for you to keep track of your Business Transitional Work. If you have any queries or problems, please contact us, and we will be happy to support your transitional studies in these uncertain times.

Mr Kearns & Mr Hains



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### Summary Checklist

Module	Topic	Work Required	Record of Work	Teacher	Work Complete?
<b>Introduction</b>	Aldi 1	Activities; Worksheet; Glossary	Photo of final page of Worksheet	Mr Kearns	
	Aldi 2	Activities; Worksheet; Glossary	Photo of final page of Worksheet	Mr Kearns	
	Aldi 3	Activities; Worksheet; Glossary	Photo of final page of Worksheet	Mr Kearns	
	Aldi 4	Activities; Worksheet; Glossary	Photo of final page of Worksheet	Mr Kearns	
<b>Theme 1</b>	Introduction	n/a - covered in Introduction Section above	n/a	n/a	
	Product Differentiation; Comp Adv; Orientation; Added Value	Worksheets x 3; Notes; Glossary; PPT Qns	File Video w/c 13/07; PPT Qns	Mr Hains	
	Market Research	Worksheets x 2; Notes; Glossary; PPT Qns	File Video w/c 13/07; PPT Qns	Mr Hains	
	Uncertainty	Worksheet; Notes; Glossary	File Video w/c 13/07	Mr Hains	
	Gaps in the Market	Worksheet; Notes; Glossary; PPT Qns	File Video w/c 13/07; PPT Qns	Mr Hains	
<b>Theme 2</b>	Revenue & Demand	Notes; Glossary	File Video w/c 13/07	Mr Kearns	
	Costs	Notes; Worksheet; Glossary	File Video w/c 13/07	Mr Kearns	
	Profit	Notes; Worksheets x 3; Quizzes x 2; Glossary	File Video w/c 13/07; Worksheet	Mr Kearns	
	Breakeven	Notes; Worksheet x 2; PPT Qns; Glossary	File Video w/c 13/07; Worksheet; PPT	Mr Kearns	
	Budgets	Notes; Quizzes x2; Glossary	File Video w/c 13/07	Mr Kearns	