

A Level Business Transition Booklet 2026-27



Full Name: _____

Key Areas of Focus	
Introduction to A Level Business	During your two years at OPHS, you will be studying the following topics within A Level business AS 3.1 Unit: What is business? Managing marketing and finance • 3.1.1 Business and objectives • 3.1.2 Forms of business and stakeholders • 3.1.3 Marketing management • 3.1.4 Financial management 3.2 Unit: Managing people and operations • 3.2.1 People management • 3.2.2 Operations management A Level • 3.2.3 Managing business culture 3.3 Unit: Business and society, business and the external environment, and business strategy • 3.3.1 Business and society • 3.3.2 Business and the external environment • 3.3.3 Strategy • 3.3.4 Change
GCSE Link	• Business in the real world -Types of business; • Human Resources - recruitment, motivation, training, legislation • Operations - Production, procurement, technology, external environment, exchange rates • Marketing - 4P's, marketing mix, customer service, Boston Matrix • Finance - Income statements, Cash flow, Average Rate of return, Break-even • Ethics/Environment - Legislation, being ethical, support groups, being environmentally aware
Skills	• Analytical skills to interpret charts and graphs • Understanding of the real business world in terms of existing businesses • Ability to calculate and formulate answers based on evidence within a specific context • Reading and comprehension skills to analyse and evaluate outcomes in specific scenarios
Wider Reading	• Watch and read articles in current news concerning the economy both local and global; • Financial Times/Guardian newspapers • Good to Great — Good to Great by Jim Collins • Start With Why — Start With Why by Simon Sinek • The Everything Store — The Everything Store by Brad Stone



This booklet has been designed specifically for you, to enable you to hit the ground running when you join us in September. It contains a programme of studies and resources to prepare you to start your A Level positively.

The aim is for you to be knowledgeable, committed and above all comfortable when you start here in September, as this will allow you to have a smoother transition into sixth form life at Oaks Park.

You will be taught by excellent teachers who have experience of teaching A Level business and who are dedicated to ensure you are successful. While you study your A Level here, there may be occasions where you are required to attend 'Independent Learning' sessions after school in the sixth form building; these sessions are crucial as they will allow you to deepen your knowledge of the subject/topic and also allow you to become an independent learner.

5 TOP TIPS

1. Stay Organised
2. Keep a diary
3. Don't be afraid to ask questions
4. Work on your exam technique
5. Understand your strengths and weaknesses

Equipment & Resources:

- A4 ring binder
- Stationery, blue/black/red pens, pencils, ruler, calculator, highlighters
- A4 lined paper note pad



Text Book –Essential (hire or buy)

Title:	AQA A-Level Business-Year 1
Author:	Wolinski, Coates
Publisher:	Hodder Education
ISBN	9781510454958

This text book is available to buy for £28.99 from Amazon.co.uk. Alternatively students can hire a book from Oaks Park for a £20 deposit which they get back at the end of the course.

Revision & Practice Book-Essential (buy)

Title:	A-Level Business Complete Revision and Practice
Publisher:	CGP
ISBN	978 178 294351 8

This revision guide can be purchased from Amazon.co.uk for

Now that you know...the who, what, where, when and why of A-Level business, let's get down to business. The following pages provide you with the opportunity to show us your skills, experience and initiative. You are required to complete ALL tasks during summer. This completed booklet **MUST** be handed in to your business teacher on the first day you start as a sixth former at Oaks Park High School.



Why did you choose A-Level Business?	What are you looking forward to at Oaks Park sixth form?
Did you do GCSE Business? If you did what GCSE grade did you get?	Do you know what job or sector you would like to work in? If so, give details
What are your personal strengths when it comes to studying?	What areas do you think you need to develop to enable you to achieve higher?



What's in it for you?

Focused Learning...

You will be able to focus the activities you complete in this booklet to the work that is done in the classroom.

Increased retention...

By completing this booklet, you will be more likely to retain information, as it encourages deeper learning. Your ability to relate to the booklet tasks in class activities will reinforce

Master academic content

In addition to building the foundational academic skills, you will be able to connect to theorists and models quicker and build on prior knowledge in the classroom

Develop Skills

Develop your research skills and adapt your learning to the tasks that are closely linked to the A - Level exam structure. Embrace the learning process and intellectual challenges that go along with it.

Get ahead...

Get a head start on you're A-Level education. Start to understand the syllabus and what is required of you, so YOU can exceed your target grade!

Common Foundation of knowledge ...

You will have the prerequisite knowledge when you first walk through the door. All Business A-Level students will have the same work given to them



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Activity 1
Definitions

**MUST
DO**

You will be required to know the meanings of many business terms. Complete the table below to get a head start.



Mission Statement	
Business Objectives	
Shareholders	
Ordinary Share capital	
Demographics	
Profit	
Leadership	
Paternalistic leaders	
Ethical Marketing	
Brand Loyalty	



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Activity 2

Segmentation

Collect different chocolate bar wrappers and create a poster to explain how each target different segments. Use the space provided below to create your poster. Use your initiative.

**MUST
DO**





Activity 3

Multiple Choice Questions (MCQ's)



1. Identify one key objective of any start up business to achieve in the first year of trading

- A. Profit Maximisation
- B. Cost Minimisation
- C. Survival

2. Identify the formula for calculating profit

- A. Revenue—Fixed Costs
- B. Revenue—Total Costs
- C. Price—variable costs

3. What is the formula for calculating total revenue?

- A. Price x quantity
- B. (price—cost) x quantity
- C. Net profit/turnover

4. Which of the following is a PLC most likely to do with profits earned throughout the financial year?

- A. Pay out shareholder dividends
- B. Bulk buy stock for the next year
- C. Invest in training for its staff

5. A LTD typically receives additional funding by which means?

- A. IPO
- B. External investors in exchange for a share of the company
- C. Bank loans

6. Identify the formula for Market Capitalisation

- A. (Shares issued/initial share price) * 100
- B. Ordinary shares issued x current share price
- C. Ordinary shares issued x original share price

7. A significant increase in competition within its market segment is likely to have what impact on the share price of a firm in the short run?

- A. An increase in share price
- B. Fall in share price
- C. No significant impact on share price

8. A firm is looking to increase its use of fair trade goods and suppliers. This is likely to lead to:

- A. An increase in the cost of the products for the firm and consumers
- B. A decrease in the cost of the products for the firm and consumers
- C. No impact on costs for the firm



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Activity 4

News Article

You are a journalist for a major newspaper in the UK. You have just found out that a national business is having problems in the UK. You have been tasked with writing an article about the business explaining the following:

History of business—How it began

What has happened?

Analysis of the impact on its employees and its customers.

Recommend what action you think the business should take and explain why this is the best course of action for them.

This task will require you to carry out your own investigation of a 'real' business that has recently been in the news regarding any of the following issues, stores closing, loss of sales or liquidation.

Your article can be typed or hand written, but must be glued in the space below and the next page, if necessary. Remember to use a 'newspaper layout'.

**MUST
DO**

DO NOT COPY AND PASTE TEXT FROM THE INTERNET.



Date:

BREAKING NEWS...



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Activity 4 continued...

Section 2...



Activity 5

Financial Times



Operating Profit

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Definition:

Formula

Market Growth

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Definition:

Formula

Labour Productivity

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Definition:

Formula

Price Elasticity of Demand

Definition:

Formula

Break-Even Output

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Definition:

Formula

Margin of Safety

Definition:

Formula

Return on Investment

Definition:

Formula

Labour Turnover

Definition:

Formula



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Activity 5

Theorists and Models

Carry out your own research of the following theorist and models using the internet. Explain in your own words what they mean and how they are applied in business.



Kaplan & Norton's Balanced Score Card Model

Explanation



A-LEVEL BUSINESS

MODELS & THEORISTS

Boston Matrix

Explanation



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Porter's five Forces

Explanation





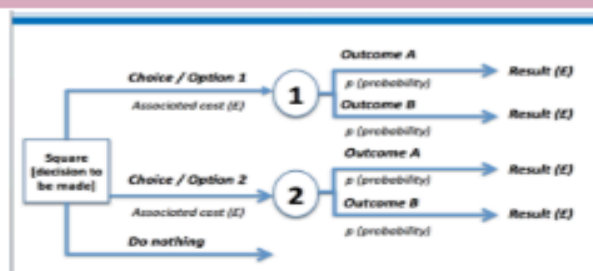
Activity 5

Theorists and Models



Explanation

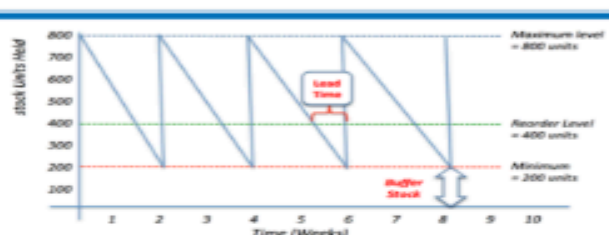
Decision Trees



Explanation



Inventory Control Chart

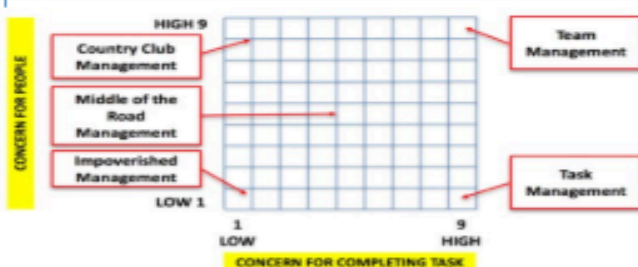


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MODELS & THEORISTS

Explanation

Blake Mouton Grid



Explanation



Carroll's CSR Pyramid





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