



BUSINESS A-LEVEL

Course: : OCR A Level Business (H436)

Welcome to A Level Business

Business affects every aspect of modern life, from the brands you buy and the technology you use to the careers you will pursue. Throughout this course you will investigate how businesses make decisions, compete in markets and respond to changes in the economy.

These transition tasks are designed to introduce you to the skills and knowledge needed for OCR A Level Business.

TASK 1

STAY INFORMED

Successful Business students develop the habit of following current affairs.

Choose at least **two** of these sources and read one business story each week over the summer and throughout your studies on this course.

Recommended websites

- BBC Business
- Reuters Business
- Financial Times
- The Guardian Business
- The Independent Business
- Tutor2U Business (sign up to their weekly updates!)

Create a Business News Journal

For six articles, record:

- Date
- Company
- Summary (50 words)
- Which business topic it relates to
- Why it is important
- One question you would ask the business

TASK 2

KNOW YOUR BUSINESSES

Research the following companies.

- Apple
- Gymshark
- Monzo Bank Ltd.
- John Lewis Partnership
- McDonalds
- Charlotte Tilbury

For each company identify:

Ownership type

- Industry/sector
- Main products or services
- Headquarters
- Approximate number of employees
- Whether they operate internationally

Challenge

Explain how ownership affects:

- objectives
- sources of finance
- decision-making
- Accountability

TASK 3

COMPANY INVESTIGATION

Choose two businesses from the list. For each business produce either a maximum of 5 presentation slides or a 1-page A4 report. Your investigation should include:

1. Company Overview

- What does the business do?
- What customer needs does it satisfy?
- Which markets does it operate in?

2. Business Objectives

Identify:

- short-term objectives
- long-term objectives

Explain how these objectives may have changed recently.

3. Ownership and Structure

Explain:

- ownership type
- organisational structure
- whether it is public or private
- advantages and disadvantages of this ownership

4. Financial Performance

Use the latest Annual Report (where available).

Include evidence such as:

- Revenue
- Profit
- Operating profit
- Market share
- Share price (if listed)

Comment on what these figures suggest about business performance.

5. Business Environment

Find three significant events affecting the business during the last 18 months.

Examples:

- inflation
- AI
- government policy
- competition
- exchange rates
- sustainability
- consumer trends

For each event explain:

- What happened?
- Why does it matter?

How might the business respond?

6. Future Strategy

Using the Annual Report or Investor Presentation identify two future strategic priorities.

For each one explain:

- why it is important
- possible benefits
- possible risks

TASK 4

BECOME A BUSINESS ANALYST

Instead of simply collecting information, practise analysing it.

Choose one recent news story.

Write approximately **300 words** answering:

- What happened?
- Which stakeholders are affected?
- What are the short-term impacts?
- What are the long-term impacts?
- Do you agree with the business decision?

Support your judgement using evidence.

TASK 5

Choose one business book. Possible choices include (or check out your local library):

- *The Everything Store*
- *Screw It, Let's Do It*
- *Building Strong Brands*
- *The Idea in You*
- *The 7 Habits of Highly Effective People*

Write approximately 300 words including:

- summary
- key ideas
- five business concepts you learned
- one quotation you found interesting
- how it links to business today

TASK 6

UNDERSTANDING THE OCR COURSE

Download the NEW **OCR A Level Business specification**, [here](#). As you read through it, create this table at home and complete it.

Topic	What do you already know?	What would you like to learn?
Business Objectives		
Marketing		
Operations		
Finance		
Human Resources		
Strategy		
Global Business		

TASK 7

QUANTITATIVE SKILLS

OCR Business requires confidence with numerical data. Find the formula sheet on the OCR website and become familiar with the formulae:

You are **not expected to memorise**, but you should recognise what each formula measures, why businesses use it and when to use it in an exam question.

TASK 8

BUSINESS RESEARCH SKILLS

Read at least four **Tutor2U Business** articles.
For each article make this table at home and complete it.

Article	Topic	What did you learn?	OCR Topic

OPTIONAL SUMMER CHALLENGE

Recommended

Keep a weekly "Business Diary" over the summer. Each week, write around 150 words about the most interesting business story you encountered and explain which OCR topic it connects to (marketing, finance, operations, people, strategy, or the external environment).

By September, you will have built a portfolio of real-world examples that can be used throughout your A-Level and in examination answers.

QUERIES?

Please feel free to email Ms McCarthy:
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