

BUSINESS BRIDGING UNIT



Preparation for your Level 3 Business Course in September

- Read a quality newspaper two to three times a week – for example The Independent, The Times, The Financial Times or The Guardian
- Watch the news on a daily basis for example BBC News
- Watch relevant current affairs programmes past or present - Question Time, The Money programme, Newsnight, Dispatches, Panorama.
- Lighter business themed programs such as Dragons Den and The Apprentice could be of interest.

The aims of this work is to develop the following skills:-

- Working independently
- To develop an understanding of the impact of the external environment on individual businesses
- To develop research skills
- Time management skills –activities to be completed before the start of the course

ACTIVITY 1- The Basics

Business is all around you every day, in the future, the hope is that you will work in a business or organisation or own your own business. All business students should know some basic key terms, for those of you who studied this at GCSE you may already know them however for all of you the definitions of these key terms should roll of your tongue. Define the following key terms; you can use www.tutor2u.com to help.

Easy Key Term	
Revenue (define, formula)	Inflation
Profit (define, formula)	Interest rates
Fixed costs (define, formula)	Economy
Variable costs (define, formula)	Primary Sector
Break even (define, formula)	Secondary Sector
Sole Trader	Tertiary Sector
Partnership	Public Sector
LTD	Private Sector
PLC	Voluntary Sector
Unlimited liability	Marketing
Limited liability	Human Resources
Exchange rate	Procurement

ACTIVITY 2- Entrepreneur Investigation

I would like you to fill a scrapbook with relevant articles about business entrepreneurs (examples include Sir Richard Branson, Sir John Harvey Jones and Peter Jones). Highlight the relevant issues in the articles and identify the different characteristics of these entrepreneurs. Examples of the sort of thing you could

include: How they became entrepreneurs, how you think their characteristics may have made them successful, and background information - what they are famous for?



ACTIVITY 3 - Business Investigation

Prepare a presentation on ONE of the following businesses: **Body Shop; Boots; Marks & Spencer; Tesco; Toyota; McDonalds; Coca Cola; Apple; British Airways; Nike; Shell.**

The presentation will need to cover the following areas:

- ♣ An introduction to the business, how did it start, what is the history of the business, what they do and where they are located? What sector are they in? What is the ownership of the business and what does this mean?
- ♣ Mission statement, values, aims and objectives and why you think the business has chosen these.
- ♣ How the business is organised, and why this is a beneficial way of organising, include their organisation structure if you can.
- ♣ Main product or service, include, ranges, prices what is their bestseller and why?
- ♣ Current share price
- ♣ Impact of external factors on the company (Political, Economic, Social, Technological Legal and Environmental). You will have to research these factors using the PESTLE model and then apply them to your business.
- ♣ Current marketing strategies, do they have a logo? Why? What is it like? Analyse the logo. How do they advertise? Do they have a website? Why? Analyse the website.
- ♣ Last reported financial performance (sales/profit figures) - comment on how well they are doing financially.
- ♣ Main competitors, who are they and how do they compete with them? Include print screens of their websites if appropriate.
- ♣ Explain how you have gathered this information – where did you look on the websites, what other sources did you use.

You can include any other relevant information you find.

Produce a bibliography – list your sources of information (names of websites/text books/newspapers). What sections of text books/ websites were used? I am looking for a range of sources

Any questions please email me hkirtley@coombedean.co.uk I look forward to seeing you in September!
Stay safe – Mrs K