

Year 11 into Year 12 Preparation Work – Business Studies

The idea of this work is to prepare you for some of the topics you will be studying at Level 3, practice some of the key skills as well as find out some new information!

In the OCR Cambridge Technical Extended Certificate in business, we study:

<p>Unit 1: The Business Environment</p>	<p>This is an exam assessed double unit.</p> <p>You will take the exam at the end of Year 12.</p>	<p>You will study:</p> <ul style="list-style-type: none"> • Different types of business • Their legal organisation • Their objectives • Their different functional areas • Different organisational structures • Understanding how to establish the financial health of a business • A businesses relationship with its stakeholders • Understand marketing strategies • Business planning and objective setting • How businesses are affected by external factors
<p>Unit 4: Customers and Communication</p>	<p>This is an internally moderated piece of course work and is a single unit.</p> <p>This should be completed by the end of Year 12.</p>	<p>You will study:</p> <ul style="list-style-type: none"> • Different types of customers • How to communicate with different customers • Verbal and non-verbal communication • Knowing the appropriate written communication • Understand the constraints on storing and using business information.
<p>Unit 2: Working in Business</p>	<p>This is an exam assessed single unit</p> <p>Which will be taken in January during Year 13.</p>	<p>You will study:</p> <ul style="list-style-type: none"> • Different protocols used by businesses • Understand the different factors considered when organising business meetings and activities. • Different business documents and their purposes • How to prioritise effectively

		<ul style="list-style-type: none"> • Understanding how to communicate effectively.
Unit 5: Marketing and Market Research	<p>This is an internally moderated piece of course work and is a single unit.</p> <p>This should be completed by the end of Year 13.</p>	<p>You will study:</p> <ul style="list-style-type: none"> • The role of marketing within a business. • The constraints on marketing • How to carry out, collate and present market research. • How to validate data.
Unit 16: Principles of Project Management	<p>This is an internally moderated piece of course work and is a single unit.</p> <p>This should be completed by the end of Year 13.</p>	<p>You will study:</p> <ul style="list-style-type: none"> • The stages of project management • The skills a good project manager needs • How to manage and monitor a project and what influences its outcome • How to create a project plan

Transition Task:

Using the two websites below choose one retail outlet that has recently gone bust and one of the five retail outlets that are performing well. If you cannot find a retail business here that interests you, and you wish to choose two other retail businesses then you can do so, one needs to have failed recently and one needs to be doing well now.

<https://www.retailresearch.org/whos-gone-bust-retail.html>

<https://www.retailgazette.co.uk/blog/2020/01/these-are-the-top-5-retailers-defying-the-doom-and-gloom/>

You need to investigate and research both of these retail businesses to find out information to help you write a report, in which you will explain why one business failed and the other is doing well, even in these unprecedented times. In as much detail as you can, you will need to research all of the factors that have contributed to the businesses failure or success.

Things to think about:

1. Who are their target market?
2. What is their Unique Selling Point?
3. Who are their competition?
4. What are their costs?
5. Who are their suppliers?
6. How do they advertise/market themselves?
7. What does the future hold for them?
8. How are they staffed, where are they based?
9. How have they adapted or not as the case maybe?
10. What external factors aided their success or caused their downfall, things like:

the economy, exchange rates, changes to technology or social interaction, new laws, increased competition, ethical or environmental issues etc.

There are many different types of businesses, which could be owned different ways, funded different ways, different sizes, or simply run well or run badly, each one working in their own market with their own target customers and their own competitors. Some will succeed and grow others will remain the same others will fail.

However, the principles of how each one of those businesses is run are near enough the same and it is this that you will be learning about in your first year.

You will need to learn how to research and find things out for yourselves and present it in the correct way. Offering a balanced account with evidence to back up the points and opinions that you write about.

By researching and investigating two retail businesses, and trying to find out as much information as you can to explain why one failed and one succeeded presented methodically and backed up with evidence, which of course needs to be referenced (Identifying your source) Will hopefully provide you with the basic information and understanding of businesses which will enable you to build on once you start the course properly.

The more sources you can use, as in different websites, books, newspaper articles etc, the stronger and more robust your report will be. So, try to find out as much as you can about each business, which will take time. If the businesses you choose are of interest to you, it will make the task more engaging.

Other Background Reading Suggestions:

Here are some other websites and books you might have a look at to provide you with a broader understanding of some of the topics you will be encountering.

<http://tinyurl.com/zeudt3a> (Further factors that can affect the success or failure of a business)

<http://.tinyurl.com/ltu9pdj> (Article helping explain the reasons why a business may fail)

<http://tinyurl.com/zu3w6k8> Consumer pressure group story)

Designing your organisation, by Amy Kates and Jay R. Galbraith, Jossey-Bass, 2007

Introducing Accounting for AS (2nd Edition) by Ian Harrison, Hodder Arnold, 2008

Television/ Youtube:

Any programmes such as Dragons Den which are readily available will provide you with a snap shot, of what investors are looking for in new businesses.

So have a look on youtube for some of the success stories, such as Reggae Reggae sauce from Levi Roots.

