

Vocational Business

[](https://www.google.co.uk/url?sa=i&url=https%3A%2F%2Fartstaunton.co.uk%2Fpartner%2Frichard-huish-college%2F&psig=AOvVaw11DhwRDlKZ4mrbcoXchqqs&ust=1587806899466000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCNi7k-TfgOkCFQAAAAAdAAAAABAD)*I am delighted that you have shown an interest in studying Level 3 Vocational Business at Richard Huish College. In order to get you thinking about the subject, we have produced this Headstart booklet to help you prepare for your studies when you join us in September. The activities in here include: business research tasks, books to read, films to watch on a rainy afternoon and useful websites to browse.*

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*My name is Sharon Williams and I am the Course Manager for Vocational Business. I have worked at Richard Huish College for 11 years and have 20 years of teaching experience. Within our department we offer Vocational Business Level 2 and Level 3. We are a team of 5 teaching staff and between us we have a wealth of teaching and business experiences.*

**Level 2 Business** is a one year course that is equivalent to one GCSE. It is designed to be taken as part of a Study Programme alongside retaking GCSE’s in English Language and/or Mathematics plus other subjects. The course consists of 4 units, one exam based, and other units are assessed through written assignments, presentations, observations and employer engagement. It is 25% exam based.

**Level 3 Extended Certificate in Business**is a two year course that is equivalent to one A- level and is taken alongside two other A-Level subjects. The qualification allows you to develop skills and knowledge that are essential when looking to progress into employment, apprenticeships or further study in business. The units on this course are vital for your overall development and progression, and this course attempts to provide you with the skills to get ahead in business. The course consists of 4 units, two externally assessed and two assessed through written assignments. It is 58% exam based.

**Level 3 Extended Diploma in Business**is a two year BTEC Extended Diploma is equivalent to three A-levels. It consists of 13 units; 6 will be completed in the first year and 7 in the second year. The course consists of a mixed assessment approach, 4 units are exam based and 9 are assessed through written assignments, presentations and practical activities. The qualification allows you to develop skills and knowledge that are essential when looking to progress into employment, apprenticeships or further study in business. Because this course enables you to experience many different sectors within business many of our previous students’ progression areas are also broad and varied. Some include; Accounting, Marketing, Management, Event Management, International Business, Banking, Human Resources and Recruitment. It is 42% exam based.

***For a look at the syllabus:***

* Level 2 BTEC First Award in Business specification

<https://qualifications.pearson.com/content/dam/pdf/BTEC-Firsts/Business/2018/specification-and-sample-assessments/BTEC-First-Award-Business-specification.pdf>

* Level 3 BTEC National Extended Certificate and Extended Diploma Specification

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

***Useful websites/apps- register now:***

* *Register with* [*http://www.tutor2u.net*](http://www.tutor2u.net)*, a Business Studies blog especially written for students. A daily blog will be sent to you with interesting news articles that tie into the syllabus, comments from examiners and (later) tips and support for exam modules*
* *For (business) news stories use the BBC website* [*http://news.bbc.co.uk*](http://news.bbc.co.uk)

***On pages 4-6 there are three activities for you to complete****.* They have been designed to help you transition from Level 2/GCSE to Level 3 with confidence, and to help you understand the difference in level.

***You are required to complete all activities and will be requested to electrically hand these in during your first week.***

*If you have any queries or questions feel free to email me* [*sharonw@richuish.ac.uk*](mailto:sharonw@richuish.ac.uk)

***I look forward to seeing your work!***

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1. **Recommendations**

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**Home Learning Activities (to be completed)**

***Activity 1:*** *Choose 1 Company/brand and research it!*

|  |  |  |
| --- | --- | --- |
| ***Select ONE company/brand from the images below and produce a factsheet showing the following:***   * [Sample of Automated Product Fact Sheet by Frederick Runyon, via ...](https://www.google.co.uk/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F399905641884201489%2F&psig=AOvVaw3FsPa-TUvbnDtwNWamqWjQ&ust=1588842433728000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCKjl1LnxnukCFQAAAAAdAAAAABAZ)*An Introduction into the business (History and developments)* * *Ownership type (LTD, PLC, Partnership, Not for Profit, Sole trader)* * *Profit and Market share* * *Type of products/services* * *Name of leader (CEO)* * *Other interesting facts*   ***A fact sheet should contain:***   * *Subheadings* * *Company logo* * *Facts and figures* * *Images* * *Text* * *Pictures (****factsheet example****)* | | |
| Logo, company name  Description automatically generated | Logo  Description automatically generated with medium confidence | Logo  Description automatically generated |
| A picture containing text, clipart  Description automatically generated | Logo, company name  Description automatically generated | A picture containing logo  Description automatically generated |
| WH Smith - The Howard Centre | Logo, company name  Description automatically generated | A picture containing ax  Description automatically generated |
| Pull & Bear Logo and symbol, meaning, history, PNG, brand | A black and white logo  Description automatically generated with low confidence | Primark Logo, symbol, meaning, history, PNG, brand |

**Activity 2:** Stakeholders

Stakeholders can play a key part in business decisions and should therefore be considered when changes are implemented.

You are required to **create a poster** that can be used for display purposes. The poster will be displayed in the Huish Staff Room. It should be informative and look appealing to encourage staff to read.

A stakeholder is any person, group of people or organisation that holds an interest in the business. Stakeholders can have the ability to impact the operation of a business.

There are six key types of people and groups who might be stakeholders in a business. Including:

1. Customers
2. Employees
3. Investors
4. Government and regulators
5. Partners, suppliers and distributors
6. Community

It is important to recognise that titles of stakeholders may change depending on the business, for example, for Richard Huish College the key term customers would be replaced with students and parents.

For this task you are required to explain what interest each group of stakeholders for Huish have and why. Your poster should be branded correctly so it looks like a Huish poster i.e. include Huish colours and logo. Huish do not have investors but a profit making business would, an investor within a company would have a keen interest in the finance aspect of a business they would want to see what financial return they are likely to obtain on their investment.

**Title of poster:** Stakeholders at Richard Huish College

**Introduction**: in your own words explain what stakeholders are and why businesses need to keep them happy

**Explain** why the following are stakeholders are Huish and what their interest is: Students and Parents, Competitors (identify one), Local residents, Employees and Managers, The Huish Trust and the Government.

**Summary**: finish with a conclusion to summarise why it is important that the college should keep stakeholders up to date and how they could impact future decisions of the business.

**Activity 3:** Marketing Campaigns

|  |
| --- |
| Choose **3** of the businesses below and research the different ways they communicate with their customers.  **You should include screenshots of** :   * Social media posts ( 2 platforms with different audiences e.g,. Twitter and Instagram) * TV adverts (look on YouTube for these) * You Tube Channels * Signage in the stores (you could visit the store and take photos to include here) * Website * Print communication   + Magazines   + Leaflets   + Billboards |
| |  |  |  | | --- | --- | --- | | A red and yellow logo  Description automatically generated with low confidence | A red and blue logo  Description automatically generated with low confidence | A black apple with a bite taken out of it  Description automatically generated with medium confidence | | A black text on a white background  Description automatically generated with medium confidence | A red and blue sign with white text  Description automatically generated with low confidence | A picture containing graphics, font, graphic design, logo  Description automatically generated | | A black and white logo  Description automatically generated with low confidence | A blue background with black text  Description automatically generated with low confidence | A green and white logo  Description automatically generated with low confidence |   When you have the screenshots for all 3 businesses **complete and** **answer the following questions**:   1. Introduction into your three businesses and explanation of how they communication with their customers (include your screenshots here) 2. Which company do you think is the best at communicating with it’s customers and why? 3. How much does it cost a business to communicate with customers in the following ways:    1. posts on Twitter and Instagram?    2. TV adverts on Friday evening at 7.00 pm    3. Ads on You Tube    4. Signage in stores    5. Print communication (A half page advert in Good Housekeeping magazine or similar) 4. Make a recommendation for each business as to how they can improve their communications. |

**Recommended websites/ Apps to follow**

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| Logo, company name  Description automatically generated  [www.tutor2u.net](http://www.tutor2u.net)  *Excellent business website with everything you need to learn for Business A Level & BTEC, presentations, videos, revision quizzes.* | Image result for bbc  [*www.bbc.co.uk*](http://www.bbc.co.uk)  *Excellent news website with everything you need to learn about what is going on in the world today* | A picture containing logo  Description automatically generated  [*www.londonstockexchange.com*](http://www.londonstockexchange.com)  *Excellent website with everything you need to learn about share prices and market capitalization.* |
| Text  Description automatically generated with low confidence  <https://beta.companieshouse.gov.uk/>  *Excellent website which allows you to research any registered Private Limited Company LTD in the UK.* | Related image  [*https://ig.ft.com/sites/numbers/economies/uk/*](https://ig.ft.com/sites/numbers/economies/uk/)  *Excellent website for researching the UK economy at a glance. The FT’s one-stop overview of key economic data, including GDP, inflation, unemployment, the major business surveys, the public finances and house prices* | Logo  Description automatically generated with low confidence  Graphical user interface, application  Description automatically generated  *Really useful YouTube channel with wide range of revision videos on all business a level topics* |

***FILMS***

*You can even watch films and learn about business!*

If you don’t have time to read a whole book or need a break from researching PLCs, why not settle down and see how business has been depicted on the big screen? Just like the books suggested earlier, you can find many of them free on streaming services (such as Amazon Prime or Netflix) or join your local library (for free) and raid their ebook selection).

<https://www.somerset.gov.uk/libraries-leisure-and-communities/libraries/libraries-services/library-membership/>

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| --- | --- |
| Image result for up in the air with george clooney | ***Up In The Air with George Clooney (2010);***  *Up in the Air is a 2009 American comedy-drama film directed by Jason Reitman and written by Reitman and Sheldon Turner, based on the career of J Weller. The story is centered on corporate "downsizer" Ryan Bingham (George Clooney) and his travels.*  ***Business reference: Human Resources, retrenchment*** |
| Text  Description automatically generated with low confidence | ***Enron: The Smartest Guys in the Room (2005);***  *The film examines the 2001 collapse of the Enron Corporation which resulted in criminal trials for several of the company's top executives during the ensuing Enron scandal it also shows the involvement of the Enron traders in the California electricity crisis.*  ***Business reference: Profit, Public Limited Companies, Stock market, insider trading*** |
| Image result for Glengarry Glen Rossâ (1992) | ***Glengarry Glen Ross” (1992)***  *This film follows the lives of four unethical Chicago real estate agents who are prepared to go to any lengths (legal or illegal) to unload undesirable real estate on unwilling prospective buyers.*  ***Business reference: Profit*** |
| Image result for working girl | ***Working Girl (1988)***  *This film* *showed the world that a woman could be just as successful and smart as any man in business. Today that seems like a given, but in 1988 it seems like it was still pretty revolutionary.*  ***Business reference: Human Resources, Motivation, Entrepreneur*** |
| Image result for trading places | ***Trading Places (1983);***  *Trading Places is a 1983 American comedy film directed by John Landis and starring Dan Aykroyd and Eddie Murphy. It tells the story of an upper-class commodities broker and a homeless street hustler whose lives cross paths when they are unknowingly made part of an elaborate bet.* ***Business reference: profit, stock market*** |
| Related image | ***How to Succeed in Business Without Really Trying (1967)***.  *Pierpont Finch (Robert Morse) is a lowly window cleaner with dreams of making it big in the business world. After finding a copy of the book "How to Succeed in Business Without Really Trying," Finch decides to apply the tactics in the book to his own life.* ***Business reference: entrepreneurial characteristics profit,*** |
| Image result for brewsters millions | ***Brewsters Millions***  *After losing his position as a minor-league pitcher, Montgomery Brewster (Richard Pryor) learns his great-uncle has left him $300 million. To inherit it, Brewster must spend $30 million in 30 days under a complicated set of rules that forbid him from donating too much to charity or retaining any new assets when the period is up. Unable to share details about the will's odd conditions with anyone,*  ***Business reference: money, assets*** |
| Image result for The founder | ***The Founder***  *The true story of how Ray Kroc (Michael Keaton), a struggling salesman from Illinois, met Mac (John Carroll Lynch) and Dick McDonald (Nick Offerman), who were running a burger operation in 1950s Southern California. Kroc was impressed by the brothers' speedy system of making the food and saw franchise potential. Kroc soon maneuvers himself into a position to be able to pull the company from the brothers and create a multi-billion dollar empire.*  ***Business reference : Franchising*** |
| Image result for Pursuit of Happyness | ***Pursuit of Happyness***  *The Pursuit of Happyness is a 2006 American biographical drama film based on entrepreneur Chris Gardner's nearly one-year struggle being homeless. Directed by Gabriele Muccino, the film features Will Smith as Gardner, a homeless salesman.*  ***Business reference : Entrepreneurial spirit, sales, finance*** |
| Image result for the social network film poster | ***The Social Network***  *On a fall night in 2003, Harvard undergrad and computer programming genius Mark Zuckerburg sits down at his computer and heatedly begins working on a new idea. In a fury of blogging and programming, what begins in his dorm room soon becomes a global social network and a revolution in communications.*  ***Business reference: Start-ups, communication, entrepreneurial characteristics,*** |

*\*Some of these films may include mature themes so please check the ratings before watching.*

***TV -*** The following television programmes are recommended for background business knowledge.

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| Diagram  Description automatically generated  **BBC News** Latest news from around the world. | Logo  Description automatically generated  **BBC Panorama** British current affairs documentary programme | Background pattern  Description automatically generated with medium confidence  **BBC newnight** Key national and international news stories |
| A group of people sitting in chairs  Description automatically generated  **Dragons Den** Programme about entrepreneurs presenting their business ideas to gain funding from the Dragons. (Venture Capitalists) | A group of people posing for the camera  Description automatically generated  **The Apprentice** Programme about entrepreneurs working in teams and being interviewed so they can gain backing of Lord Sugar for their business idea. | Who is on the BBC Question Time panel in Tunbridge Wells tonight ...  **Question Time**  Topical debate in which guests from the worlds of politics and the media answer questions posed by members of the public. |
| A person wearing a blue shirt  Description automatically generated with medium confidence**Undercover Boss**  A CEO goes undercover to find out how a large firm is running. There are both UK and USA versions. *Check catchup TV or YouTube* | A picture containing person, indoor, hospital room, preparing  Description automatically generated  **Inside the Factory**  A fun insight into foods we eat and how they are made. Shows student the different production methods used. | See the source image  **Only Fools and Horses**  Bit of comedy. The original sole trader “Del Boy”. Show goes through the trials and tribulations of Trotters Independent Traders! |