



Business – Summer HL

This pack contains your Business summer HL. It is designed to take between 6 – 9 hours to complete. You should spread this assignment out over the summer holiday and should bring it with you to your first lesson in September. Each task is designed to support one of the units that you will cover during your first year of the programme.

Unit 1 – Exploring Business (1- 2 hours)

In the UK there are many different types of industry sector, for example, agriculture, manufacturing and retail. In any sector, a business can be organised in different ways according to their legal structure. The 3 main legal structures are:

- Sole traders
- Limited companies
- Partnerships

Your task:

- a) Investigate the 3 types of legal structure and make notes on the key features of each. Make sure to include their similarities and differences. You can use these websites as a starting point.
 - <https://www.bbc.com/bitesize/guides/zpx7gdm/revision/1>
 - <https://www.open.edu/openlearn/money-management/management/business-studies/different-types-business/content-section-3>
- b) Chose 3 examples of businesses, describe their legal structure and the sector they are in. Highlight the features that are similar and different between the 3 businesses you have chosen. For example, you might choose Tesco, John Lewis or a corner shop.

Unit 2 – Developing a marketing campaign 1 (1 hour)

Your task:

- a) Find your own definition of the word ‘marketing’. Create a flashcard with the term on one side and the definition on the other.
- b) Describe a minimum of 4 different methods that could be used to market goods and services. For each method, find an example of a product or service that has been marketed in this way and describe the campaign that was used.

For example:

- A mainstream media advertising campaign
- A subversive social media campaign

Unit 3- Personal and business finance (45 minutes)

Your task:

Watch this video: <https://www.youtube.com/watch?v=-KEdddFiBf0> ('functions and role of money, BTC Level 3 Business') and make notes on the functions and role of money. Make sure you include the following points:

- the definition of money
- a simple summary of each different function of money

Unit 4 - Managing an event (1 hour)

Your task:

- a) Imagine you are an event organiser. Choose a specific event that you might be required to organise and list the factors that you would need to take into consideration when organising the event. Make a poster that summarises these factors and explains why they are important.

There are some examples below that you can choose from, or you can select your own:

- Wedding or party
 - Product launch
 - Award ceremony
 - Press conference
- b) Write a list of the different skills that an effective event organiser would require to do their job successfully.

Unit 8 – Recruitment and selection process

Your task:

- a) Use BBC bitesize to learn about recruitment process and selection processes (<https://www.bbc.com/bitesize/guides/z3s9fcw/revision/1>). Make a page of notes summarising each stage of the recruitment process.
- b) Produce a flowchart showing the recruitment and selection stages for a specific large business.

Unit 18 - Creative Promotion

Your task:

- a) Conduct your own research on the role of integrated marketing communications in creative promotion. Make a list of bullet points summarising your findings, and make sure you have found answers to the following questions:
 - What are integrated marketing communications
 - What are the benefits to integrated marketing communications?
 - What are the barriers to integrated marketing communications?
- b) Watch the video ‘a guide for prioritizing marketing communications by Nick Scarpino at TEDxUoflChicago’ and make notes on the key points that he makes.

Unit 21 – Training and development

Induction training is the training that an employee receives when he/she first joins a business or organisation.

Induction training is important as it enables a new recruit to become productive as quickly as possible. It can avoid costly mistakes by recruits not knowing the procedures or techniques of their new jobs. The length of induction training will vary from job to job and will depend on the complexity of the job, size of the business and the level or position of the job within the business.

The following areas may be included in induction training:

- Learning about the duties of the job
- Meeting new colleagues
- Seeing the layout of the premises
- Learning about the values and aims of the business
- Learning about the internal workings and policies of the business

Your task:

- a) Describe the key features of ‘on the job’ and ‘off the job training’. You can use this website to help (<https://www.tutor2u.net/business/reference/training-staff-methods>)
- b) Choose three organisations of different sizes and find out how they train staff and organise induction programmes. You could use the examples below or research your own.
 - Supermarket or large retail outlet (try looking up the Argos induction programme)

- Government organisation (investigate the guidance given by the NHS for their induction programmes)
- Independent hairdressing salon (visit a local business and find out how they induct new staff)