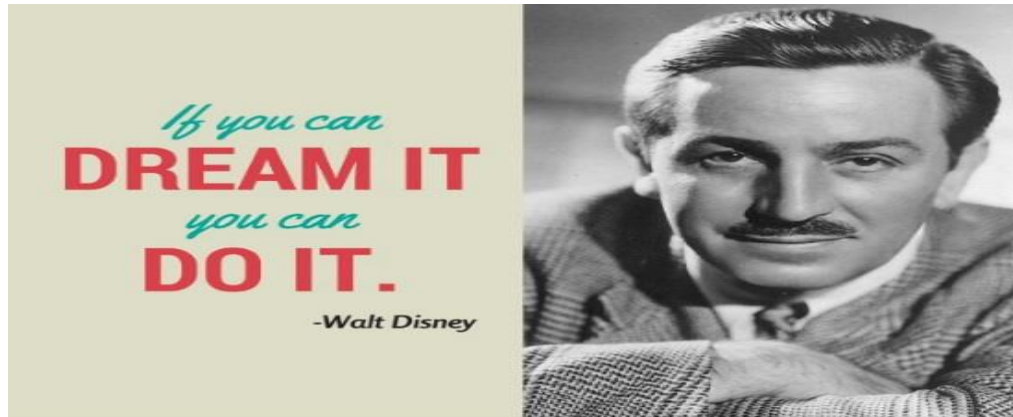




Sixth Form Preparation for Success

Welcome to Business Studies

OCR Level 3 Cambridge Technical in Business



Congratulations on making a great choice to study Business, I am sure you will not be disappointed. Business covers a wide range of career options including being a successful entrepreneur. Business is relevant to many job opportunities. The specialist areas that we focus on include Marketing, Human Resources and Customer Communications. The course is designed in collaboration with experts spanning the breadth of the sector, the Cambridge Technicals in Business focuses on the skills, knowledge and understanding that universities and employers demand.

Part I – Y11 into 12 Business Specific Bridging Work

To be completed May – Sept

Remember that prizes will be awarded for 'exceptional' work that demonstrates effort above expected !

a) Investigate places of interest

This site is great to view the success of Mini in relation to marketing and production.

<https://www.visit-mini.com/visitmini/>

Take a look how Amazon organise their successful delivery business at

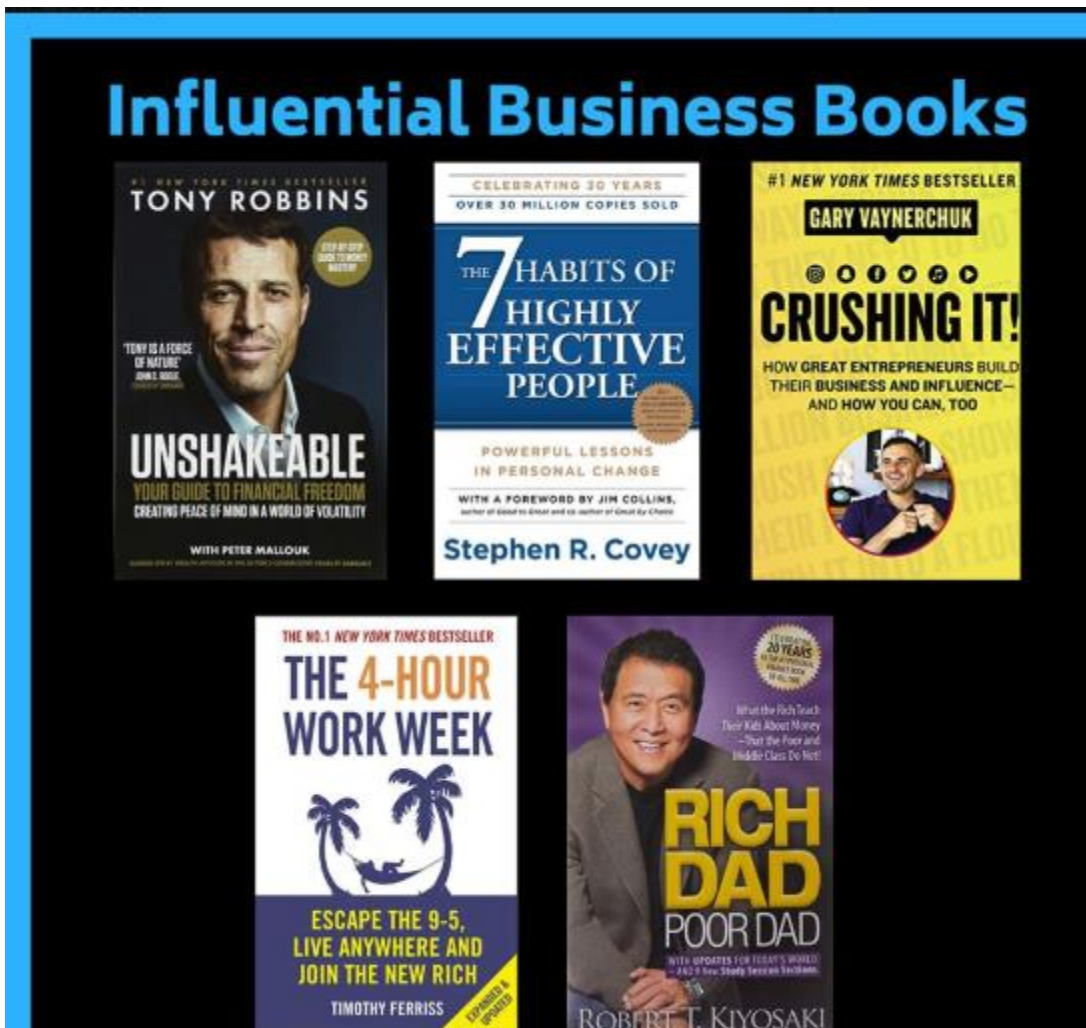
<https://thenextweb.com/shareables/2016/11/29/take-virtual-tour-amazon-warehouse-360-degrees/>

Brilliant information on the success of Dyson at

<https://www.jamesdysonfoundation.com/resources/design-process-box.html>

When it is safe, visit stores and assess their customer service, displays and marketing.

b) Wider reading



[How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions](#) - Rachel Bridge

An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how the spotted a gap in a market, and developed a USP.

[The Tipping Point: How Little Things Can Make a Big Difference](#) - Malcolm Gladwell

A very readable and fascinating book, which looks into the reasons products become market leaders.

[The Google Story](#) - David A. Wise

An interesting investigation into the culture at Google, includes insights into the four day working week and soft management styles. The questions is; are these the things that made Google the world's number one search engine?

[Business Stripped Bare: Adventures of a Global Entrepreneur](#) - Sir Richard Branson

The autobiography of Britain's most famous entrepreneur.

c) Compulsory task

This task will involve going to a business and completing some observations so you are able to complete the questions below and present your findings in a PowerPoint presentation. It may not be possible to visit an actual business but you can still visit their website.

You are a mystery shopper and you need to complete the below questionnaire for a retail store or food establishment of your choice. You then need to present your findings to the directors at head office. Within your presentation you need to include a little background information about the business, you need to analyse your questionnaire results, you need to give information on the businesses target market and you need to give information on the importance of customer service.

Please complete the below questionnaire from a business of your choice.

Store name: _____ Date of visit: _____

Choose the question that is appropriate depending on whether you can visit or not

Write 'n/a' if any questions are not applicable eg if you cannot visit due to lockdown.

Section 1 - Store Appearance

1. Was the store's outside appearance attractive?

Was the main website page attractive?

1 2 3 4 5
Needs improving Good Excellent

2. Was the window display inviting and attractive?

Was the website easy to navigate and was it presented well?

1 2 3 4 5
Needs improving Good Excellent

3. Did the outside appear clean e.g. Windows?

1 2 3 4 5
Needs improving Good Excellent

4. Was the store clean and attractive inside?

1 2 3 4 5
Needs improving Good Excellent

5. Was the stores website easy to use ?

1 2 3 4 5
Needs improving Good Excellent

6. How did you feel about the overall appearance of the store / website?

1 2 3 4 5
Needs improving Good Excellent

Store appearance comments

Section 2 – Personal service

7. Were you promptly greeted / message appear?

1	2	3	4	5
Needs improving		Good		Excellent

8. Was the greeting friendly & professional?

1	2	3	4	5
Needs improving		Good		Excellent

9. Did the employee ask questions to find out what you were looking for or to chat?

1	2	3	4	5
Needs improving		Good		Excellent

10. Was the employee knowledgeable about the merchandise?

1	2	3	4	5
Needs improving		Good		Excellent

11. Was the employee's appearance appropriate?

1	2	3	4	5
Needs improving		Good		Excellent

12. Was the purchase experience positive?

1	2	3	4	5
Needs improving		Good		Excellent

13. How would you rate your first impression of the store/website?

1	2	3	4	5
Needs improving		Good		Excellent

Personal service comments

Section 3 - Merchandise

14. Was the merchandise presented well?

1	2	3	4	5
Needs improving		Good		Excellent

15. Was the product priced appropriately?

1	2	3	4	5
Needs improving		Good		Excellent

16. Was the shopping experience enjoyable?

1	2	3	4	5
Needs improving		Good		Excellent

Merchandise comments

Section 4 - Miscellaneous

17. If the employer / website did not have what you wanted, did they offer an alternative/ email when in stock ?

1	2	3	4	5
Needs improving		Good		Excellent

18. Were the payment methods convenient?

1	2	3	4	5
Needs improving		Good		Excellent nt

19. Would you return to the store / website?

1	2	3	4	5
Needs improving		Good		Excellent

Miscellaneous Comments

Please complete the presentation as instructed

Unit 1- The Business Environment

This unit covers many topics including ownership, marketing, finance human resources and external influences. This task is a simple research task to find definitions of the following terms from unit 1. This will help you clearly understand the information within lessons if you are aware of the basic terms.

Key term	Definition
Sole Trader	
Partnership	
Private limited company	
Public limited company	
Not-for-Profit organisation	
Public Sector	
Private Sector	
Ethical	
Entrepreneur	
Organisational Structure	
Stakeholders	

d) Stretch!

Have a go at a real life stock market challenge at <https://www.globalinvestorsims.com/uk/free-trial/>

Design your own product / service and produce a business plan.

This website has some great resources <https://www.schoolenterprisechallenge.org/about/what-is-the-school-enterprise-challenge/>

For the product / service you have designed, produce an appropriate marketing campaign.

The share a coke campaign was a huge success, what could you produce?

<https://mayecreate.com/blog/3-marketing-lessons-from-the-share-a-coke-campaign/>

Part II - Year 12 Head Start! for completion June – September

Specification

The link below will take you to a copy of the specification for Business OCR Cambridge Technicals Level 3. We are completing The level 3 Extended Certificate in Business.

<https://www.ocr.org.uk/Images/267335-cambridge-technicals-business-summary-brochure.pdf>

The units covered in Y12 are unit 1(exam) & unit 4 (coursework)

In the first half term you will cover:-

L01 Unit 4 - Understanding customers and their importance.

L01Unit 1 - understanding different types of businesses.

Schemes of work

Scheme of work unit 1

<https://drive.google.com/drive/folders/1JTaiiluT7pKFFLwbnAmd0c2wZa8di0ay>.

Scheme of work unit 4

https://drive.google.com/drive/folders/1VULa12PX86di6SXjUV4N_rep_8yq2yQA.

We deliver both unit 1 and unit 4 alongside each other in year 12. You will have different teachers for each unit. The business environment is the exam unit and it covers a wide range of general business topics. Unit 4 is coursework and it is based on The Yorkshire Wildlife Park, focusing on customer service.

Text Books

CPG have not produced a head start to Business, however I would recommend GCSE revision guides to refresh on previous learning or build new knowledge if you haven't previously taken GCSE Business. You need to be focusing on ownership, aims and objectives, stakeholders, organisational structures, marketing, finance, functional areas, human resources, external influences and customer service.

The link below is a link to our Y12 google drive. This link has got everything you need from exam board hand books to individual assignments and lessons. Please ensure you are logged in google on your school account so you are able to access the documents.

<https://drive.google.com/drive/folders/1wb-aIRg359UrLHTnOR2IjWgCeWDxxspU>

Links below are for text books we use in class, owning your own is not a course requirement.

<https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business>. This is the specific text book designed for the OCR level 3 Business course. I wouldn't advise you purchase the book as we have a copy in school. Due to there being a choice of twenty two units the information is a little limited on each unit.

https://www.amazon.co.uk/My-Revision-Notes-Cambridge-Technical/dp/1510442324/ref=pd_lpo_14_t_0/257-5673924-9537627?encoding=UTF8&pd_rd_i=1510442324&pd_rd_r=d1b887e6-26b5-49c6-b16d-a3578a4fc37b&pd_rd_w=XSwrd&pd_rd_wg=8w0cJ&pf_rd_p=7b8e3b03-1439-4489-abd4-4a138cf4eca6&pf_rd_r=VD3XPTY20PPM8ZYZDS36&psc=1&refRID=VD3XPTY20PPM

[8ZYZDS36](#) This link is a great revision book for unit 1 exam which is taken at the end of year 12 and unit 2 exam which is sat in the January of year 13.

General Links

The below links are very good to improve your knowledge, they have some great information and video's.

<https://www.facebook.com/TwoTeachersBusiness>

https://www.youtube.com/channel/UCnVHZKYx1vWVnhRjJqJbNdQ?fbclid=IwAR1jP8k7yJJbyxvwqUDRBTq6jGKbsj0hrS_nukUu-liUbqZVr2qUzuej9io

<https://www.facebook.com/tutor2u>

https://www.tutor2u.net/?fbclid=IwAR0qX7luZxkb9FGjaY-_OP6LJSrl5t4c2JbBwLG6hB98tpggWZFR-HPvLrM

Please use your time wisely and complete a timetable to improve your knowledge on each subject. This will benefit you so much when you start year 12. We can't wait to welcome you all in September, stay safe and have a lovely summer.