



SUMMER WORK BTEC BUSINESS

Extended Diploma

Review
You should use the summer to review your year 12 learning and preview your year 13 learning.

This booklet can be completed either electronically or by hand.

Business Ownership

Define the following terms:

Sole trader

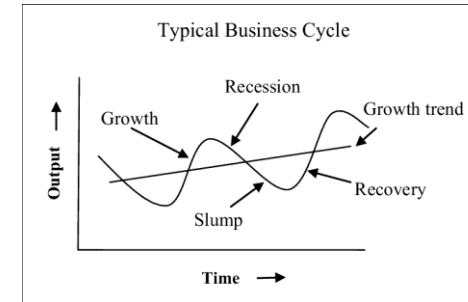
Partnership

Private limited company

Public limited company

Economic Environment

Below outlines the business cycle showing Gross Domestic Product (Output) over time. Annotate the diagram to explain what happens to employment, consumer spending (demand) and inflation during a recession and recover.



Unit 1 – Exploring Business



Political, legal and Social Environment

Outline 3 different political, legal and social factors that influence businesses (positively or negatively). One of each has been given as an example.

Political factors e.g. change in government

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Legal factors e.g. introduction of the living wage

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| 1. | 2. | 3. |
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Social factors e.g. ageing population

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| 1. | 2. | 3. |
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Organisational Structure

Private Sector Business include....

Public Sector Business include...

Explain how public sector and private sector aims may differ...

The Marketing Mix

1. What are the 7Ps of the extended marketing mix?
2. Name three pricing strategies that a business could use.
3. What is the difference between direct and indirect distribution channels?
4. Name four methods of promotion that a business could use.



Market Research

Define the following key terms

Primary research	Questionnaire
Secondary research	Interview
Quantitative research	Focus group
Qualitative research	Observation



Unit 2 – Developing a Marketing Campaign

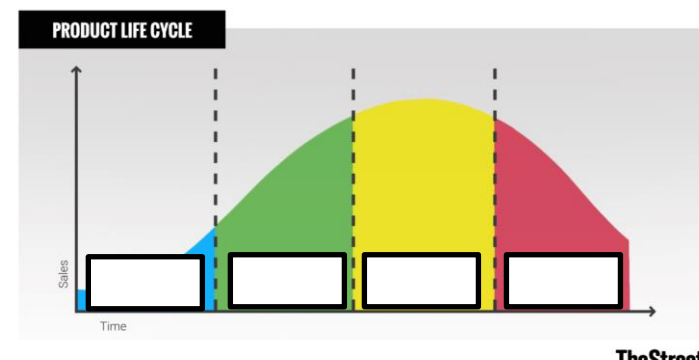
Marketing Aims and Objectives

Write 3 SMART marketing objectives for a business that wants to maximize its sales revenue.

Justify why these objectives are important to the business.

Product Life Cycle

Label the product life cycle correctly.
Explain what happens at each stage.



Unit 3: Personal and Business Finance

Learning Aim D: Select and Evaluate Different Sources of business Finance

Complete all activities.

Businesses need finance for a number of reasons. The source of finance is where this money comes from. What the money will be used for will determine which source of finance is used. For example, a long term bank loan or mortgage is likely to be used to purchase a building, but this would not be suitable for replenishing stock.

1. Sources of finance can be internal or external. Explain the difference between internal sources of finance and external sources of finance.

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2. Provide definitions for each source of finance listed below:

Retained profit:

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Net current assets:

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Owner's capital:

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Loans:

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Sale of assets:

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Crowd-funding:

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Mortgages:

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Venture capital:

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Debt factoring:

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Hire purchase:

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Leasing:

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Trade credit:

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Grants:

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Donations:

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Peer to peer lending:

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Invoice discounting:

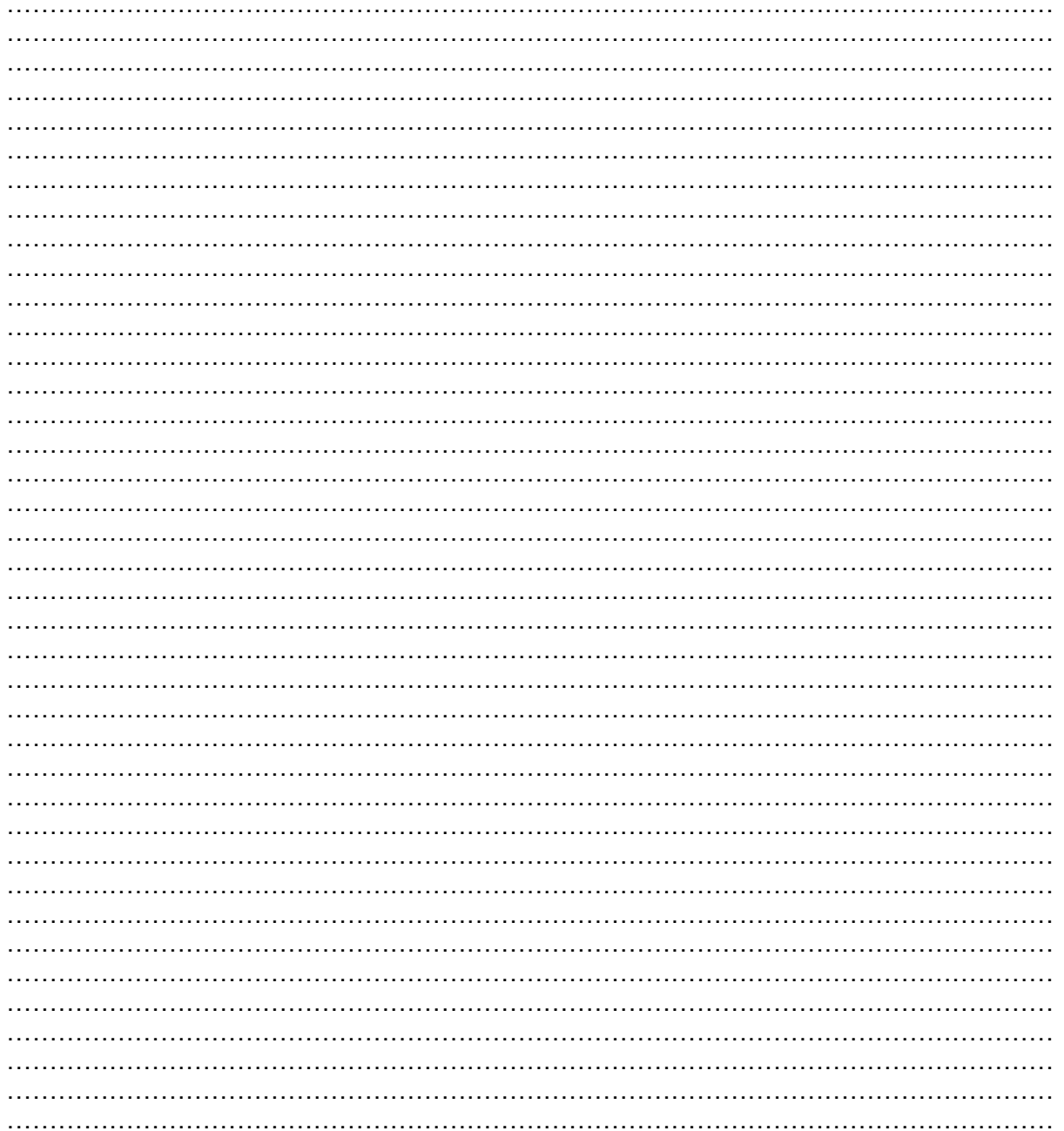
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3. In the table below, list sources of finance that are internal and sources that are external.

Internal Sources of Finance	External Sources of Finance

4. Consider the advantages and disadvantages of each source of finance in the table below.

Source of Finance	Advantages	Disadvantages
Retained profit		
Net current assets		
Sale of assets		
Owner's capital		
Loans		
Crowd funding		
Mortgages		
Venture capital		
Debt factoring		
Hire purchase		
Leasing		
Trade credit		



Unit 6: Principles of Management

Learning Aim A: The definitions and functions of Management

Complete all activities.

1. Provide a definition of the following key terms:

MANAGER Definition	
LEADER Definition	

2. Research the following key terms relating to leadership and management and complete the table with your definitions

MANAGEMENT AND LEADERSHIP STYLES	
Situational and Contingency	SITUATIONAL LEADERSHIP: CONTINGENCY LEADERSHIP:
Functional and Action Centred	FUNCTIONAL MANAGEMENT: ACTION-CENTRED LEADERSHIP:
Transformational and Transactional	TRANSFORMATIONAL STYLE: TRANSACTIONAL STYLE :

3. The six functions of management are:

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4. Explain in your own words why a business mission, values and ethos is important:

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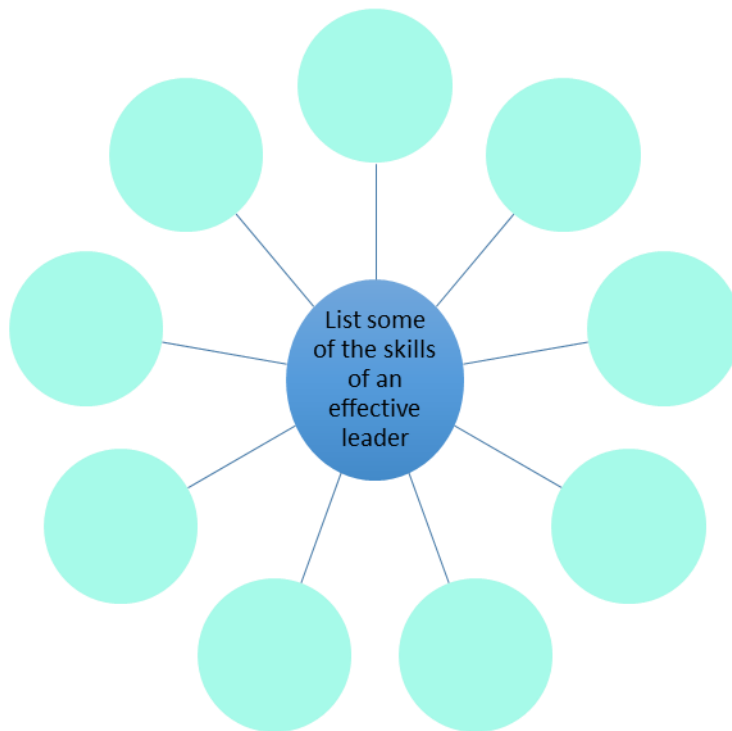
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Learning Aim B- Management and leadership styles and skills

1. Research the different management and leadership styles and complete the table

MANAGEMENT AND LEADERSHIP STYLES	EXPLANATION	EXAMPLES
AUTOCRATIC		
DEMOCRATIC		
PATERNALISTIC		
LAISSEZ-FAIRE		
TRANSACTIONAL		
TRANSFORMATIONAL		
CHARISMATIC		

2. Identify some of the skills you need to have to be an effective leader and add them to the following graphic:



3. Parker-Jones is a medium-sized manufacturer of high-end jewelry. A 95 year old family business, it has operated in the same way since inception, with the owner controlling all business matters. MD Miles Parker-Jones, the current owner, is very fixed in his ways and is resistant to change within the company. The highly skilled workforce know there are quicker ways of carrying out some of the processes but find that their ideas are ignored. There are rumblings of dissatisfaction among employees, including the admin staff and their single sales executive. Miles' son George has decided to seek advice about better ways of managing the workforce.

A) Identify the type of leadership style discussed

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Sub-contracting	
Zero-contract hours	
Temporary Staff	
Agency staff	

Labour Turnover:

This is the measure of ...

$$\text{Labour Turnover} = \frac{?}{?}$$

3. Briefly explain the impact of globalisation on HR planning:

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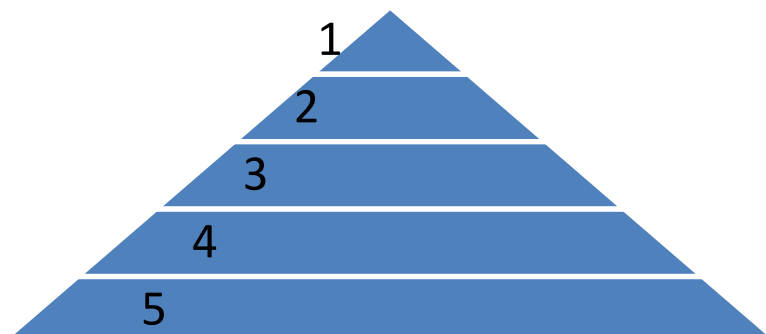
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Learning Aim D- Factors influencing management, motivation and performance of the workforce

1. Complete the image of Maslow's hierarchy of needs:



Unit 20: Investigating Corporate Social Responsibility

Learning aim A: Examine the CSR issues facing large private sector businesses

Corporate Social Responsibility

As part of the first task you will need to explain your understanding of the terms surrounding ethical business.

Use the table below to research the meaning of the terms and find examples – you should also include your own research (Add links)

Research task;

Term	Link	Findings
Corporate Social Responsibility	https://prowly.com/magazine/corporate-social-responsibility-examples/ https://www.thebodyshop.com/en-gb/about-us/a/a00001	
Environment	https://www.asda.com/environment	
Human Rights	https://www.equalityhumanrights.com/en/human-rights/human-rights-act	
Corporate Governance	https://www.icsa.org.uk/about-us/policy/what-is-corporate-governance	
Sustainability	https://www.primark.com/en/our-ethics/newsroom/primark-launches-its-first-range-of-jeans-made-with-100-sustainable-cotton/a/6352426d-ca10-4fc8-b955-536073add2b8	
Corruption	https://www.inc.com/geoffrey-james/had-a-rough-year-well-these-5-brands-had-year-from-hell.html	
Fair Trade	https://uk.lush.com/article/our-stance-fair-trade https://www.fairtrade.org.uk/	
Legal and Regulatory Compliance	Examples of Laws; Consumer protection Act; https://www.food.gov.uk/food-safety Fair trade regulations; http://www.fairtrade.org.uk/What-is-Fairtrade/FAQs Food Standards	

	regulations; https://www.food.gov.uk/food-safety	
Business practices	https://www.primark.com/en/our-ethics	
Working Conditions	https://www.unison.org.uk/get-help/knowledge/health-and-safety/working-environment/	
Individual Ethical Responsibilities	https://bizfluent.com/about-7228246-meaning-ethical-responsibility-.html https://smallbusiness.chron.com/meaning-ethical-responsibility-56224.html	

Stakeholders – anyone who have some kind of interest in a business and how it operates. Listed below are some of the key stakeholders. Complete the table.

Stakeholder	Their interests
owners	
employees	
customers	
suppliers	
governments	
local communities	

Corporate Social Responsibility – Impact on shareholders? Complete the table below

Better pay?
 Better conditions?
 Better products?
 Job satisfaction?

Adapting Business behaviour in response to CSR pressures	Implementing CSR practices	Influence of stakeholders and pressure groups	Impact on competitiveness, reputation and public image	Ethical trade and value-added	Requirement to comply with relevant legislation and codes of practice.

Concerns for the Body Shop (3 paragraphs – each paragraph should include;)

Read the article below and then answer the following questions

1. Explain the areas of criticism and concern for the Body Shop from the article – **At least 3**
2. Explain the specific recommendations you are making (to help them improve)
3. Suggest what the impact of this will be on the Body Shop – how will this improve the standards and the ethics of the business – what will the impact be?
4. How will your recommendations affect the stakeholders e.g. increased reputation, profit levels etc. Talk about the chain of affect.

Body Shop Article

WHAT'S WRONG WITH THE BODY SHOP?

- a criticism of 'green' consumerism -

The Body Shop have successfully manufactured an image of being a caring company that is helping to protect the environment and indigenous peoples, and preventing the suffering of animals - whilst selling 'natural' products. But behind the green and cuddly image lies the reality - the Body Shop's operations, like those of all multinationals, have a detrimental effect on the environment and the world's poor. They do not help the plight of animals or indigenous peoples (and may be having a harmful effect), and their products are far from what they're cracked up to be. They have put themselves on a pedestal in order to exploit people's idealism - so this leaflet has been written as a necessary response.

Companies like the Body Shop continually hype their products through advertising and marketing, often creating a demand for something where a real need for it does not exist. The message pushed is that the route to happiness is through buying more and more of their products. The increasing domination of multinationals and their standardised products is leading to global cultural conformity. The world's problems will only be tackled by curbing such consumerism - one of the fundamental causes of world poverty, environmental destruction and social alienation.

FUELLING CONSUMPTION AT THE EARTH'S EXPENSE

The Body Shop have over 1,500 stores in 47 countries, and aggressive expansion plans. Their main purpose (like all multinationals) is making lots of money for their rich shareholders. In other words, they are driven by power and greed. But the Body Shop try to conceal this reality by continually pushing the message that by shopping at their stores, rather than elsewhere, people will help solve some of the world's problems. The truth is that nobody can make the world a better place by shopping.

20% of the world's population consume 80% of its resources. A high standard of living for some people means gross social inequalities and poverty around the world. Also, the mass production, packaging and transportation of huge quantities of goods is using up the world's resources faster than they can be renewed and filling the land, sea and air with dangerous pollution and waste.

Those who advocate an ever-increasing level of consumption, and equate such consumption with personal well-being, economic progress and social fulfilment, are creating a recipe for ecological disaster.

Rejecting consumerism does not mean also rejecting our basic needs, our stylishness, our real choices or our quality of life. It is about creating a just, stable and sustainable world, where resources are under the control of local communities and are distributed equally and sparingly - it's about improving everyone's quality of life. Consuming ever more things is an unsatisfying and harmful way to try to be happy and fulfilled. Human happiness is not related to what people buy, but to who we are and how we relate to each other. LET'S CONSUME LESS AND LIVE MORE!

MISLEADING THE PUBLIC

Natural products? - The Body Shop give the impression that their products are made from mostly natural ingredients. In fact like all big cosmetic companies they make wide use of non-renewable petrochemicals, synthetic colours, fragrances and preservatives, and in many of their products they use only tiny amounts of botanical-based ingredients. Some experts have warned about the potential adverse effects on the skin of some of the synthetic ingredients. The Body Shop also regularly irradiate certain products to try to kill microbes - radiation is generated from dangerous non-renewable uranium which cannot be disposed of safely.

Helping animals? - Although the Body Shop maintain that they are against animal testing, they do not always make clear that many of the ingredients in their products have been tested on animals by other companies, causing much pain and suffering to those animals. They accept ingredients tested on animals before 1991, or those tested since then (if they were animal-tested for some purpose other than for cosmetics). There continue to be concerns about the enforcement of their policy. Also, some Body Shop items contain animal products such as gelatine (crushed bone).

Caring for our bodies? - The cosmetics industry, which includes the Body Shop, tries to make women - and increasingly now also men - feel inadequate and insecure about their bodies, and pushes the message that people need 'beautifying'. Women especially are often put under pressure to conform to the impossible physical ideals set by money-oriented industries and the media. Let's appreciate everyone's natural beauty and dignity.

LOW PAY AND AGAINST UNIONS

The Body Shop pay their store workers low wages at or near the expected minimum wage and well below the official European 'decency threshold' for pay. The company is opposed to trade unions, ensuring that they keep labour costs down and that employees are not able to organise to improve their working conditions. None of their workers are unionised so employees are forced to channel their grievances and demands through procedures completely controlled by the company. This isolates workers and denies them collective bargaining power.

EXPLOITING INDIGENOUS PEOPLES

The Body Shop claim to be helping some third world workers and indigenous peoples through so-called 'Trade Not Aid' or 'Community Trade' projects. In fact, these are largely a marketing ploy as less than 1% of sales go to 'Community Trade' producers, and it has been shown that some of these products have been sourced from mainstream commercial markets. One such project, which has been the centrepiece of the company's marketing strategy for years, is with the Kayapo Indians in Brazil. The Body Shop have claimed that by harvesting brazil nut oil (used in hair conditioner), the Indians are able to make sustainable use of the forest thereby preventing its destruction by mining and logging companies. But only a small number of the Kayapo are involved, creating resentment and internal divisions within the community. As the Body Shop are the sole buyer of the oil, they can set any price they like. The project does nothing to safeguard the Indians' future interests.

Furthermore, the company have used them extensively for PR purposes for which they have not been compensated.

Such projects take attention away from the need to oppose the threats to the survival of indigenous peoples. Rather than encouraging them to be tied into the market economy controlled by foreign companies, people should be supporting their freedom to control their own land and resources and therefore their future.

One recent Body Shop advertisement extolled their commitment to indigenous peoples and the American Express card (the ultimate symbol of consumerism). At the time American Express was a major backer of a massive hydroelectric scheme due to flood vast areas of Cree Indian land in Quebec against Cree opposition.

CENSORSHIP

As the Body Shop rely so heavily on their 'green', 'caring' image, they have threatened or brought legal action against some of those who have criticised them, trying to stifle legitimate public discussion. It's vital to stand up to intimidation and to defend free speech.

WHAT YOU CAN DO

Together we can fight back against the institutions and the people in power who dominate our lives and our planet. Workers can and do organise together to fight for their rights and dignity. People are increasingly aware of the need to think seriously about the products we use, and to consume less. People in poor countries are organising themselves to stand up to multinationals and banks which dominate the world's economy. Environmental and animal rights protests and campaigns are growing everywhere. Why not join in the struggle for a better world? London Greenpeace calls on people to create an anarchist society - a society without oppression, exploitation and hierarchy, based on strong and free communities, the sharing of precious resources and respect for all life. Talk to friends and family, neighbours and workmates about these issues. Please copy and circulate this leaflet as widely as you can.

Contact the anti-consumerism campaign 'Enough', and join in their annual 'No Shop Day' in November: Enough, One World Centre, 6 Mount Street, Manchester M2 5NS, Tel 0161 226 6668. To support indigenous peoples contact Survival International, 11-15 Emerald Street, London WC1N 3QL, Tel 0171 242 1441.

****NON-MANDATORY WORK TO COMPLETE****

Unit 8: Recruitment and Selection Process

Learning Aim A: Examine how effective selection and recruitment contribute to business success

There are lots of reasons why an organization may need to recruit someone to a position. One of the most common that you may have heard of is that someone is leaving to go and work for another organization and their position needs to be filled. Large businesses carry out workforce planning to find out if they need to recruit anyone at all.

1. There are many reasons why a business would need to recruit new staff. List as many in the table below that you can think of in the first column, then explain why a business would need to recruit for that reason in the second. The first one has been completed for you.

Reasons for recruiting staff	
The business is growing	If the number of customers or sales is increasing, the business will need to recruit. Employees may be needed locally, nationally or even globally.

2. Define the following key terms:

Workforce planning:

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Job centre:

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Agencies:

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Staff turnover:

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Fixed term contract:

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Probationary period:

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Headhunter:

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3. Complete the table below to consider the advantages and disadvantages of using an agency or consultant to help with the recruitment of staff.

Advantages	Disadvantages

4. Jobs can be advertised internally or externally. Explain the difference between internal and external recruitment.

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5. Many businesses now make use of online methods to recruit staff rather than traditional advertising such as shop windows or in the local newspaper. Using the table below, make a list of online methods and traditional methods used to help recruit new staff. One has been listed under each heading to help you.

Recruitment and Selection Process

The two elements of the recruitment and selection process are:

- Producing the documents that are needed for recruitment from the advertisement, including arrangements for applicants to send in their information to the business.
- Selection of the candidates once applications have been received.

1. Define the key terms below:

Job advertisement:

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Job analysis:

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Job description:

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Person specification:

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Curriculum Vitae (CV):

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Application form:

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Letter of application:

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Online recruitment:

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Assessment centre:

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Psychometric tests:

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Group/Team interviews:

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Individual face to face interview:

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Telephone interview:

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Panel interviews:

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Presentations at interview:

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Tests at interview:

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2. Use the table below to consider the advantages and disadvantages of each selection method.

Method of selection	Advantages	Disadvantages
Assessment centre		
Psychometric tests		
Group/team activity interviews		
Individual face to face interview		
Telephone interview		
Panel interviews		
Presentations at interview		
Tests at interview		

3. Study the recruitment documents below and label the important parts.

Vacancy Details

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Job Title/Vacancy Reference

Sales Consultant
N0031889

Location

NEXT Plc.
Unit 8
Tomahawk Trail
Glasshoughton, Castleford
West Yorkshire
WF10 4FR
01977 520153

Applicants must be eligible to work in the specified location.

Closing Date	Salary
26/09/2012	£4.98 - £6.08 p/h

Standard Hours

35 hours
Full Time (Permanent):
Monday-Thursday 10:00-18:00 & Saturday 11:00-19:00

Benefits

In addition to a competitive salary the benefits shown below are typically offered for a job at this level. The exact benefits an individual is entitled to will vary depending on their competency level and/or contract type, therefore some or all of the benefits may not apply.

Bonus Scheme
Healthcare Scheme
Life Assurance
Pension Scheme
Savings Related Share Option Scheme
Staff Discount
Uniform Allowance

Job Description

next

PLEASE READ: We may have various hours available within this store. Therefore please specify the hours that you are available to work within the application form.

Summary of Role

To work as part of the sales team providing excellent customer service.

Responsibilities

Providing Customer Service:

To work as part of the sales team in order to provide excellent customer service through:

- Providing and continuously developing their product knowledge.
- Understanding and demonstrating customer care and high levels of customer service both on the sales floor and till points.
- Replenishing stock and maintaining high standards of merchandising and housekeeping.
- Displaying good listening skills, identifying customer needs and responding to them quickly.

Working as Part of a Team:

To work as part of the sales team through:

- Supporting and helping colleagues with their work and getting involved in day-to-day activities as and when required.
- Showing a genuine interest in other people and willingness to help.
- Using initiative at all times.
- Showing flexibility and willingness to meet store needs during the period of employment regarding hours, work and duties.

Communication:

To communicate effectively with line management on a daily basis to ensure:

- Adherence to all Company policies and procedures e.g. timekeeping, absence reporting procedures etc.
- Maintaining and demonstrating security and Health and Safety awareness - ensure that standards are adhered to at all times.
- Actively supporting and communicating with colleagues, customers and managers.

Person Specification

next

	Essential	Desirable
Experience		
Experience of working in a customer service environment		X
Previous work experience in a similar environment (i.e. retail or alternatively if at school as work experience).		X
Skills		
Ability to work constructively as part of a team	X	
Ability to work independently	X	
Evidence of customer service skills		X
Behaviour and other related characteristics		
Flexible approach to working hours whereby you may be requested to stay an hour later or leave an hour earlier than your allocated shift dependent on the needs of the store. Your total contracted hours will be honoured weekly.	X	
Flexible approach to working hours i.e. able to work reasonable additional hours, public holidays and Sunday in line with the needs of the business.	X	
Willingness to participate in development and training opportunities.		X

A Little About Us

Next Plc is a FTSE-100 retail company employing over 40,000 people across the UK and Ireland, and increasingly in Europe. Our Head Office and Next Directory Contact Centres are based in Leicester in the East Midlands. We have over 500 stores and numerous Distribution and Warehouse operations.

4. Read the letter of application below. Would you invite this candidate for an interview? Justify your reason.

14 Tottington Road
Danesbury
DN8 8LM
Tel: 02931 645424
E mail: jackkelly@athome.com

18th April 2015

Ms Sue Jones
Human Resources Manager
Safety First Ltd
Main Street
Danesbury
DN3 9JL

Dear Ms Jones

CUSTOMER SERVICE TEAM MEMBER

I would like to apply for the position of Customer Services Team Member which is advertised on your website.

I successfully completed a BTEC First business course at Danesbury College last month and since then have been working at the local Sports Gear store. I am also taking a summer course to improve my IT skills. I am attaching my CV which gives details of my qualifications and my work history.

I would very much like to be considered for this job for several reasons. I really enjoy helping customers both in person and over the telephone. I am well organized and do not need direct supervision to do a good job.

I would very much like to work for your company and contribute to the work of the customer services team. I am familiar with the range of products you sell and know their importance because of my work on my business course. I would really enjoy learning more about customer services and would enjoy studying for a qualification in this area.

I am an enthusiastic and conscientious worker. I am also used to contributing to the work of a team, both at Sports Gear and as a member of a local charity football team. I can attend for interview at any time.

Yours sincerely

Jack Kelly
Enc.

Justify your answer here:

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5. Using the NEXT recruitment documents from question 3, write a letter of application to apply for the job advertised. You can use the example in question 4 to help you to structure your letter.

CHALLENGE TASK: Create a CV to accompany your letter of application.