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| --- | --- |
| **Subject level** | Level 3 (vocational) |
| **Teacher** | Frances Bettsworth |
| **Subject context** | Welcome to business. We hope you are as excited as we are to start your new course. You will find the next two years interesting, challenging and fun.  By choosing a vocational course you will get the chance to develop the skills and understanding needed to have a successful career in a variety of different jobs, such as human resources, marketing, accounting and business planning. Vocational courses at level 3 carry the same UCAS points as A levels but combine coursework and exams. Teachers will be on hand to help you through every step of your coursework and preparation for your exams. You will also get the chance to take part in real life business experiences including mock interviews, fundraising events and work experience. You will use business theory to analyse real life companies. |
| **Deadline** | Your first lesson. |
| **Estimated time required to complete activity** | 3 hours |
| **Submission instructions** | Hand in during your first lesson. |
| **Resources required** | Laptop (or pen and paper)  Internet (desirable not essential) |

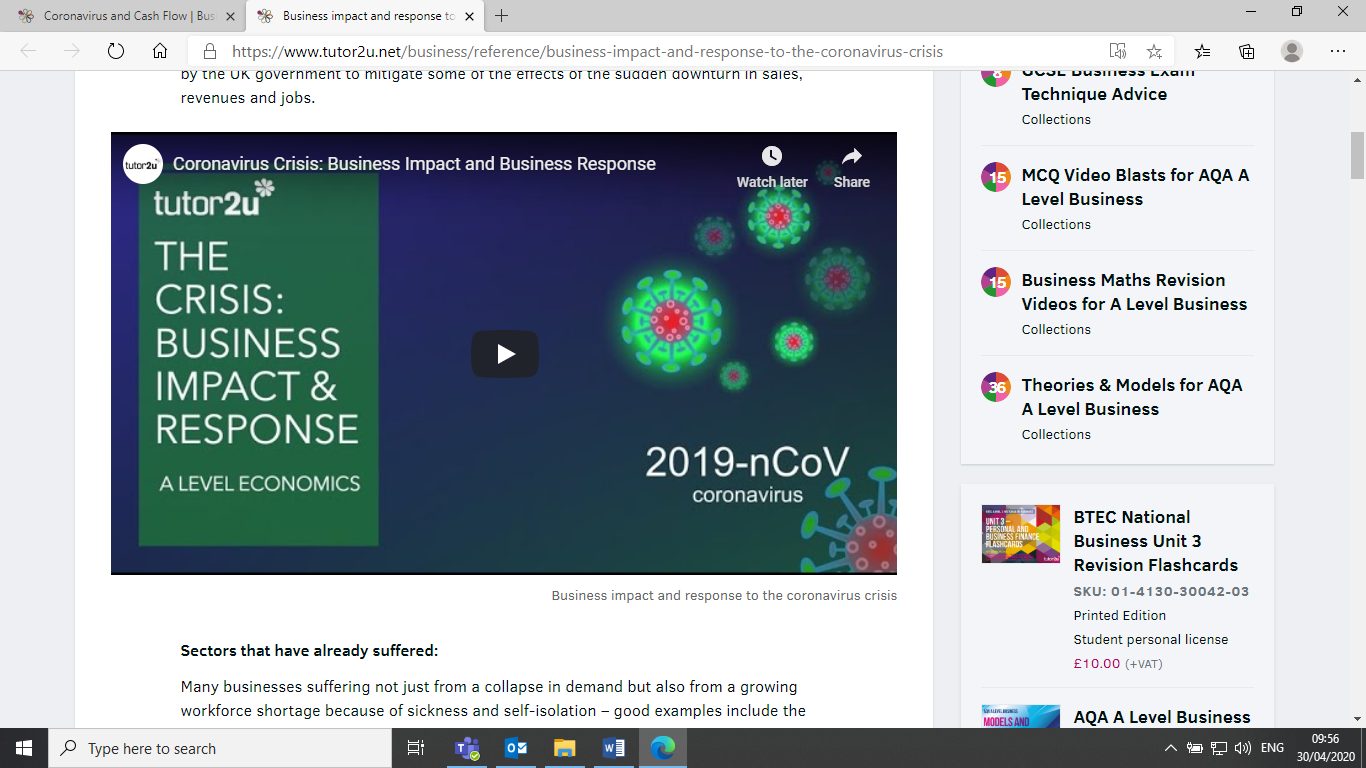
**Assignment details**

Businesses operate in an environment which is dynamic, competitive, uncertain and frequently hostile. They need to constantly adapt to changes in their internal and external environments in order to be successful. These changes may include anticipating the actions of competitors, reacting to economic or political changes or making use of new technologies.

**Task 1**

**How are businesses coping with the challenges of the lockdown and Covid-19? Watch this video and answer the questions in the section underneath.**

<https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>



1. **Which businesses/industries have been negatively affected so far by the coronavirus pandemic? Can you explain why?**
2. **Which businesses/industries might have benefitted from the pandemic? Why might they have benefitted?**
3. **How are businesses responding to the crisis?**

**TASK 2: Business research report**



Here are some examples of successful businesses you should have heard of.

Research two of these businesses and complete the table. For every website, book, magazine, film etc that you use, please add the link or name under the heading ‘**Bibliography’.**

Use a variety of online sources of information like the company’s own website and news articles. Avoid Wikipedia.

|  |  |  |
| --- | --- | --- |
| Question | Business 1 | Business 2 |
| What is the business’s main purpose? |  |  |
| Do they sell a product or provide a service? |  |  |
| What size are they? (Number of staff and profit) |  |  |
| Are they public sector or private sector? How do you know? |  |  |
| What is their scope? Local? Regional? National? International? Global? Evidence? |  |  |
| Are they a primary, secondary, tertiary or quaternary industry? |  |  |
| Who are their main competitors? |  |  |

**Task 3: Write your bibliography**

Ideas for sources include:

News websites for Business

1. The Guardian: https:[//www.theguardian.com/uk/business](//wqeicacuk.sharepoint.com///www.theguardian.com/uk/business)

2. The Independent: <https://www.independent.co.uk>

3. The FT: <https://www.ft.com>

4. Tutor2U: [www.tutor2u.net](http://www.tutor2u.net)

5. Reuters: <https://www.reuters.com/>

**See the Further reading section for a range of other sources.**

**Extension Activity**

How successful are these businesses? Write a report comparing two of the businesses. Which one is more successful? This should be fully explained and justified.

The report should be in your own words and not simply copied from the internet. It should be between one and two sides of A4.

You can include your own view but remember to include relevant examples to support your arguments. Try to use the level 3 writing style outlined below.

**The writing styles**

The style of writing at level 3 is a development of the writing style needed at GCSE or level 2. The main requirements are:

1) Knowledge (know your definitions)

2) Application (this is a big one for context of the case studies and extracts)

3) Analysis (show logical thinking and arguments. Consider why you raised the point)

4) Evaluation (bringing it all together, forming a judgement and answering the question)

Writing styles Tutor2u: Tutor2u recommend a style of writing called PeCAN PiE, you can watch a video on this here:

<https://www.youtube.com/watch?v=w8q0XCOoYyw>

**Further reading**

BBC Bitesize for Business:

For both students who have studied business before and those just beginning, this is an ideal site for understanding how businesses work and the challenges facing them. There are explanations, short texts and multiple-choice tests to support you. Try to work through as many as you can:

<https://www.bbc.co.uk/bitesize/examspecs/zvwb382>

If you have used Bitesize before and would like to try something different, log on to Seneca, which offers a range of interactive exercises, interesting facts and quizzes.

<https://app.senecalearning.com/classroom/course/43f247e5-ef95-4e60-83adbd19d5d66b47/section/8658cd10-6b18-4469-87aa-42e57aa81ebf/session>

Business Case Studies:

This site guides you through a range of case studies, looking at how businesses in a variety of sectors work, how they grow and face challenges. Keep notes to use later when you start your courses.

<https://businesscasestudies.co.uk/>

World of Business:

There are hundreds of podcasts available which explain all aspects of how businesses work and the national and global issues they have to confront. You can watch or listen to a podcast anywhere so this is an ideal way to boost your knowledge on a range of issues. You will also discover how business impacts upon on all areas of daily life.

<https://www.bbc.co.uk/programmes/p02nrwfk/episodes/downloads>