

Progression - Applied Business

OCR Cambridge Technical Certificate and Foundation Diploma

The Basics

Hopefully you have chosen Business as you have an interest in a subject which affects your everyday lives. With that in mind, let's begin...

The basics: Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take Brexit for example, do you view that as a positive or a negative?

There will be some key terms you should know from your GCSE course, however, if you are new to Business or have enjoyed a busy summer, these are the terms you should be familiar with.

Spend some time finding them out and create a glossary to help you prepare.

Use: www.tutor2u.com to help

Easy Key Term	Challenging Terms
Revenue (define, formula)	Inflation
Profit (define, formula)	Interest rates
Variable costs (define, formula)	Profit margin
Contribution per unit (formula)	Qualitative & quantitative data
Break even (define, formula)	Working capital
LTD	Labour turnover (define, formula)
PLC	Capacity utilisation (define, formula)
Unlimited liability	Outsourcing
Limited liability	Corporate Social Responsibility
Exchange rate	Trading Bloc

Mandatory Task 1 – Written Task

Your task is to research five news articles related to businesses and summarise the impact on the business and its stakeholders. Stakeholders means people that have an interest in the business, this can include customers, shareholders, suppliers, pressure groups, government and local community.

You should present your work as a word document which you will upload on to our Assignment system in the first week of college. Your teacher will show you how to do this as part of your induction.

Headline	Describe what happened	What was the impact on the business?	What was the impact on the stakeholders of the business?

Mandatory Task 2

Create a research poster on one the following topics. You should present your findings in poster format. The poster should be a maximum of A3. You may produce the poster on computer or produce by hand and take a photo to submit. You will submit the work on Moodle during your first week.

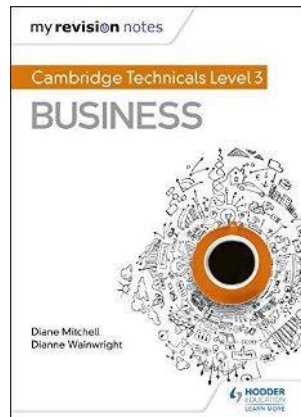
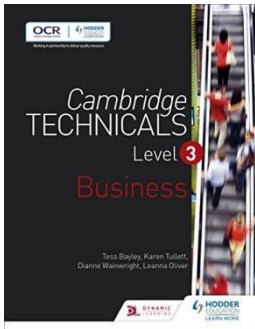
1. Market trends in an industry of your choice e.g fashion/ car / make-up
2. The importance of finance to sports clubs
3. The impact of technology on businesses
4. Why does ethics matter in business?
5. Should all businesses aim to grow?
6. Is profit always the most important objective to a business?
7. Explore how a business adapts its product range when selling internationally.

Mandatory Task 3 Getting Prepared

As part of your preparation for your business course at college you should ensure you have the following equipment. You should bring this to each of your lessons.

1. A lever arch folder to contain all of your work
2. Lined paper
3. Pens
4. Pencils
5. Ruler
6. Calculator
7. Highlighters

The textbook is electronically available when you start college, however many students prefer to have a hard copy.



You should also download the specification for your course from:

<https://ocr.org.uk/qualifications/cambridge-technicals/business/units/#level-3>

Optional Task 1: Summer Reading and watch list

You may find it helpful to read/ watch the following resources to get emerged in your subject:

Digital Media

https://www.ted.com/topics/business	Watch TED talks on business topics
https://www.tutor2u.net/business	Good knowledge organiser on business topics
https://ondemand.tutor2u.net/students/effective-revision-skills-boosters	Useful course to understand effective revision skills
https://www.business.ed.co.uk/index.php/home/theory/cambtec/cambtec-l3-theory	A useful site to see study notes related to your course

Books

Title	Author	ISBN Number
Building Strong Brands	Aaker, David	978-1849830409
<i>The Idea in You: How to Find It, Build It, and Change Your Life</i>	Amor, Martin	978-0241971390
Screw It, Let's Do It: Lessons In Life	Branson, Richard	978-0753510995
<i>The 7 Habits of Highly Effective People</i>	Covey, Stephen	978-0684858395
<i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i>	Earley, John	978-1119096191
<i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i>	Ferriss, Timothy	978-1785041273
<i>Think and Grow Rich</i>	Hill, Napoleon	978-1934451359
Legacy: New Zealand All Blacks	Kerr, James	978-1472103536
<i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>	Martinez, Antonio Garcia	978-1785034558
The Everything Store: Jeff Bezos and the Age of Amazon	Stone, Brad	978-0552167833

Optional Task 2:

Find out about the 'legal ownership' types (eg Ltd/PLC/franchise etc) of these companies listed below . The following video provides a starting point for understanding ownership types: https://www.youtube.com/watch?v=BN2cQNNvg_4&t=2s

