

Get Ahead with Business Studies

Hartlepool Sixth Form

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# Introduction

The number of students choosing to study the subject of Business has grown considerably over the past years. It is a popular subject for those students wanting to study Business Management, Marketing or Finance at University or take a route to be successful in the business industry.

As the subject of Business is offered at GCSE level many students will have experience of it and the different areas and organisations the subject is integrated with. Many of our students also come from a non-Business background and thoroughly enjoy and pick up the different factors and wider approach of the subject. Business Studies encompasses a wide range of topics that cover entrepreneurial, financial, political and sociological elements that are interlinked throughout the course, and because of this it fits well with A Level Economics, Law, Politics, Maths and Criminology.

Studying Business studies will mean exposing yourself to the business world and getting to see how businesses work. You will learn a whole range of topics, such as, Personal and Business finance, Human Resources, Work Experience in Business along with running your own business. You will be required to learn new terminologies and why businesses advertise or run the way they do.

Moreover, you will be taught this and the course content effectively so that you can achieve within the subject. You will also be taken on educational visits, which have been successful in the past for example; to see how seasonal events are managed students were taken to Leeds Christmas Market. Along with learning in class we aim to implement a wide range of independent and group activities along with looking at different ways to teach the course externally, enabling you to get hands on experience with the subject you are studying. Business is all about being practical, hence why we desire our students to experience the course both in and outside of the educational environment.

## Content of Business courses

### A-Level Business

Please follow the link below for more information on our A-Level Business course:

<https://www.hartlepoolsixth.ac.uk/courses/school-leaver/a-levels/health-and-leisure/>

**This course covers external assessments only.**

### BTEC Business Level 3

The course offers learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in business related subjects. It is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A Levels.

#### Topics:

* Personal and Business Finance
* Exploring business
* Developing a Marketing Campaign
* Work Experience in Business

**This course covers both external and internal assessments.**

### BTEC Business Level 2

BTEC First qualifications were originally designed for use in colleges, schools and the workplace as an introductory Level1/Level 2 course for learners who want to study in the context of a vocational sector. The knowledge, understanding and skills learned in studying a BTEC First will aid progression to further study at Level 3 and prepare learners to enter the workplace

BTECs are vocationally related qualifications, where learners develop knowledge and understanding by applying their learning and skills in a work- related context. They are popular and effective because they enable learners to take responsibility for their own learning and to develop skills that are essential for the modern day workplace.

These skills include: team working; working from a prescribed brief; working to deadlines; presenting information effectively; and accurately completing administrative tasks and processes.

#### Mandatory Units:

* Unit 1 – Enterprise in the business world
* Unit 2 – Finance for business
* Unit 9 – Principles of Marketing

#### Optional units can range from:

Customer Service, Work Experience, Providing Business Support, Recruitment & Selection and many more.

**This course covers both external and internal assessments.**

# About you

My name is ………………………………………………………………………………………………………………….

Name of Secondary school: ……………………………………………………………………………………….………

Courses you will be studying at Hartlepool Sixth Form College: ………………………………………………………………………………………………………………………………….

What interests you about Business Studies? ………………………………………………………………………………………………………………………………….………………………………………………………………………………………………………………………………….

What are your career aspirations?

What are your hobbies? ………………………………………………………………………………………………………………………………….

What are you looking forward to the most when you join college? ………………………………………………………………………………………………………………………………….………………………………………………………………………………………………………………………………….

LET’S LEARN BUSINESS ….

1. Fill the diagram out below. What comes in to your mind when you hear the term or subject name ‘Business’?

**Business**

1. List, a business below which is your favourite, successful business:

……………………………………………………………………………………………………………………….

* 1. Give a background history of your chosen business and what do you think is the main reason for their success?

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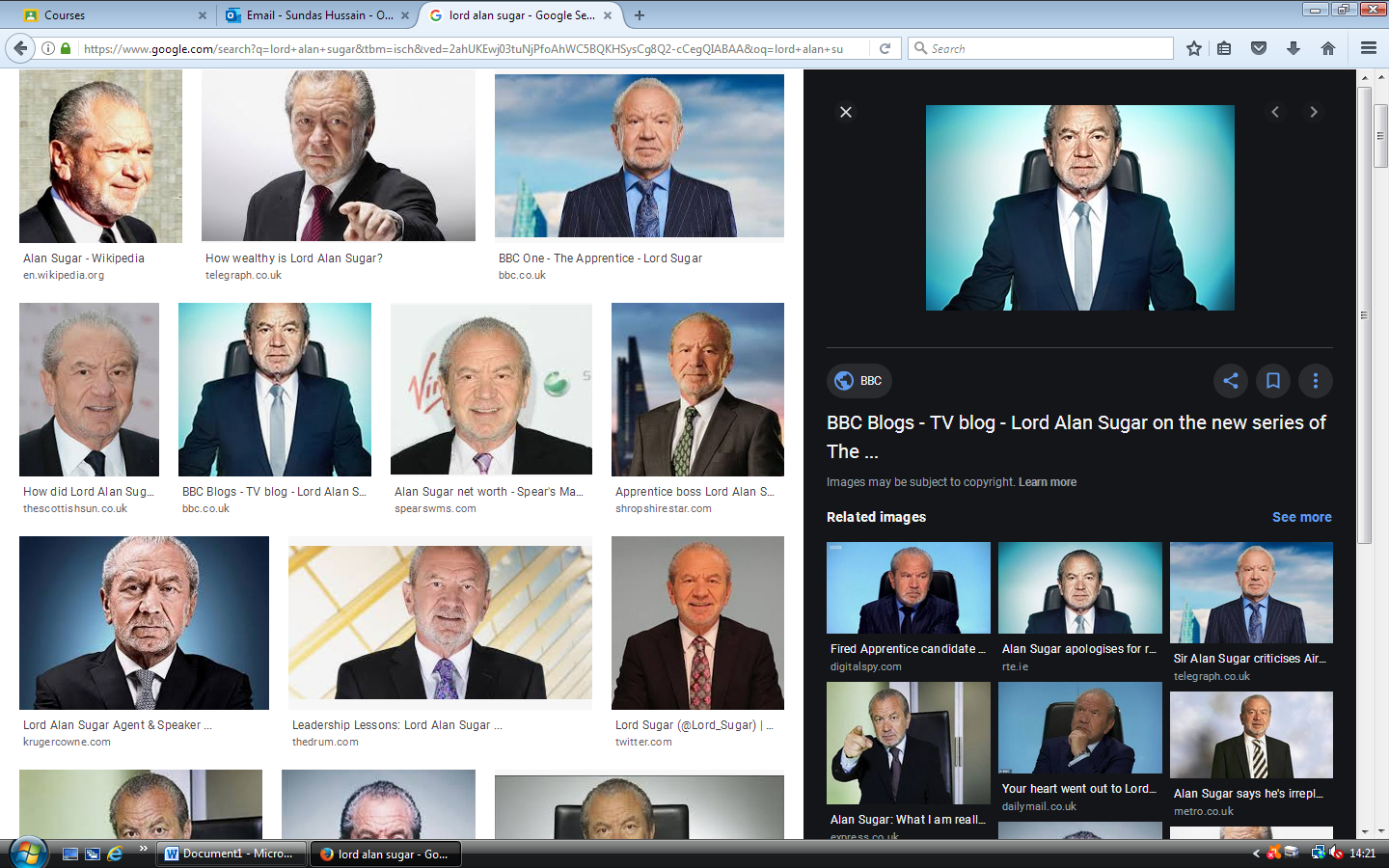
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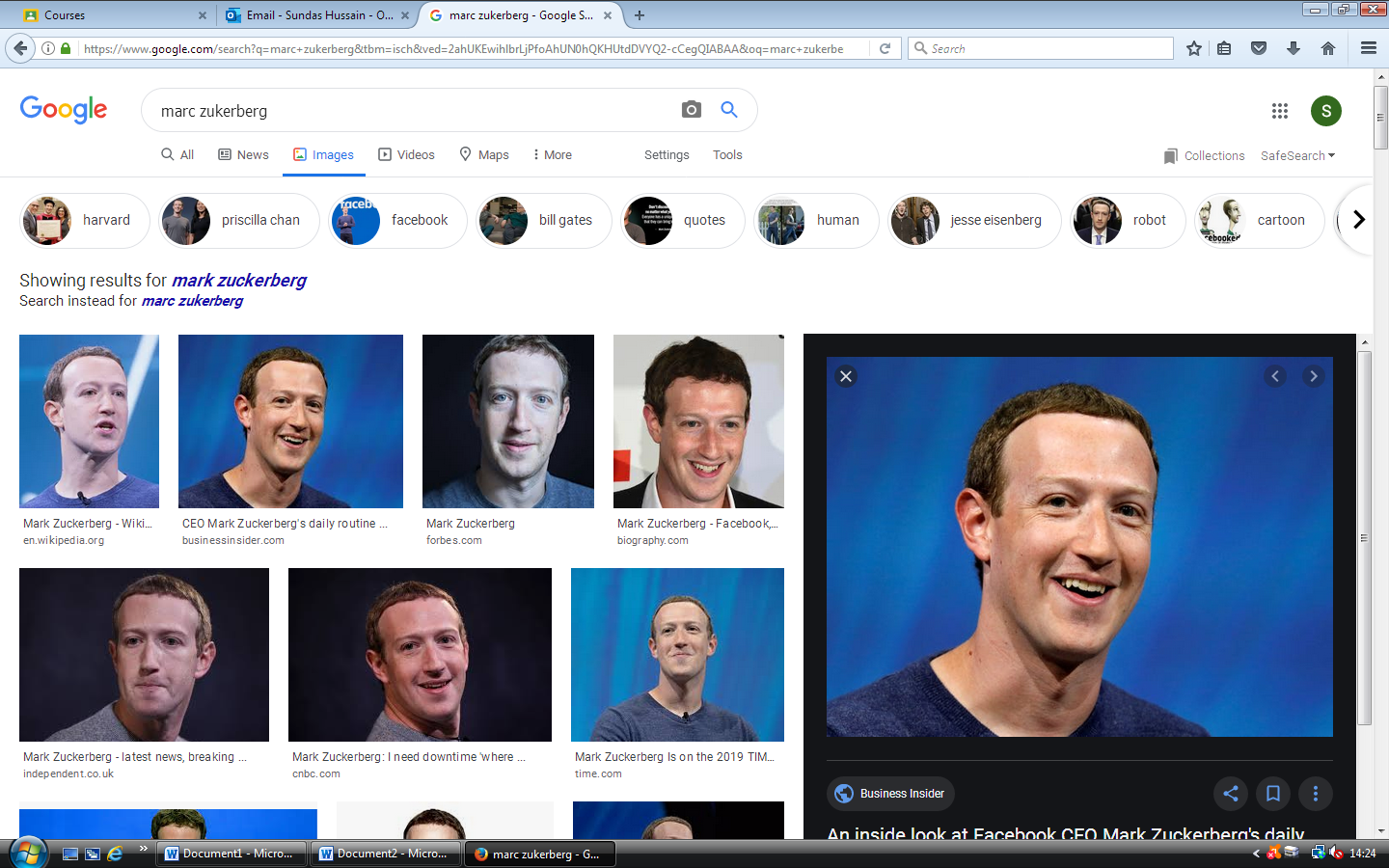
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# Knowing the business people ….

1. Next to the photograph of each famous person, guess who they are and what they are most popularly known as:









# MONEY, MONEY & MONEY … *£ £ £*

1. When you hear the term finance what comes in your mind?

**Finance**

* 1. What is the most popular form that money comes in?

……………………………………………………………………………………………………………………….

* 1. Give a breakdown of your monthly income – this includes work or pocket money. Then make a list of your monthly expenses?

*Expenses:*

*Income:*

* 1. Can your expenses be reduced and how would you benefit from this?

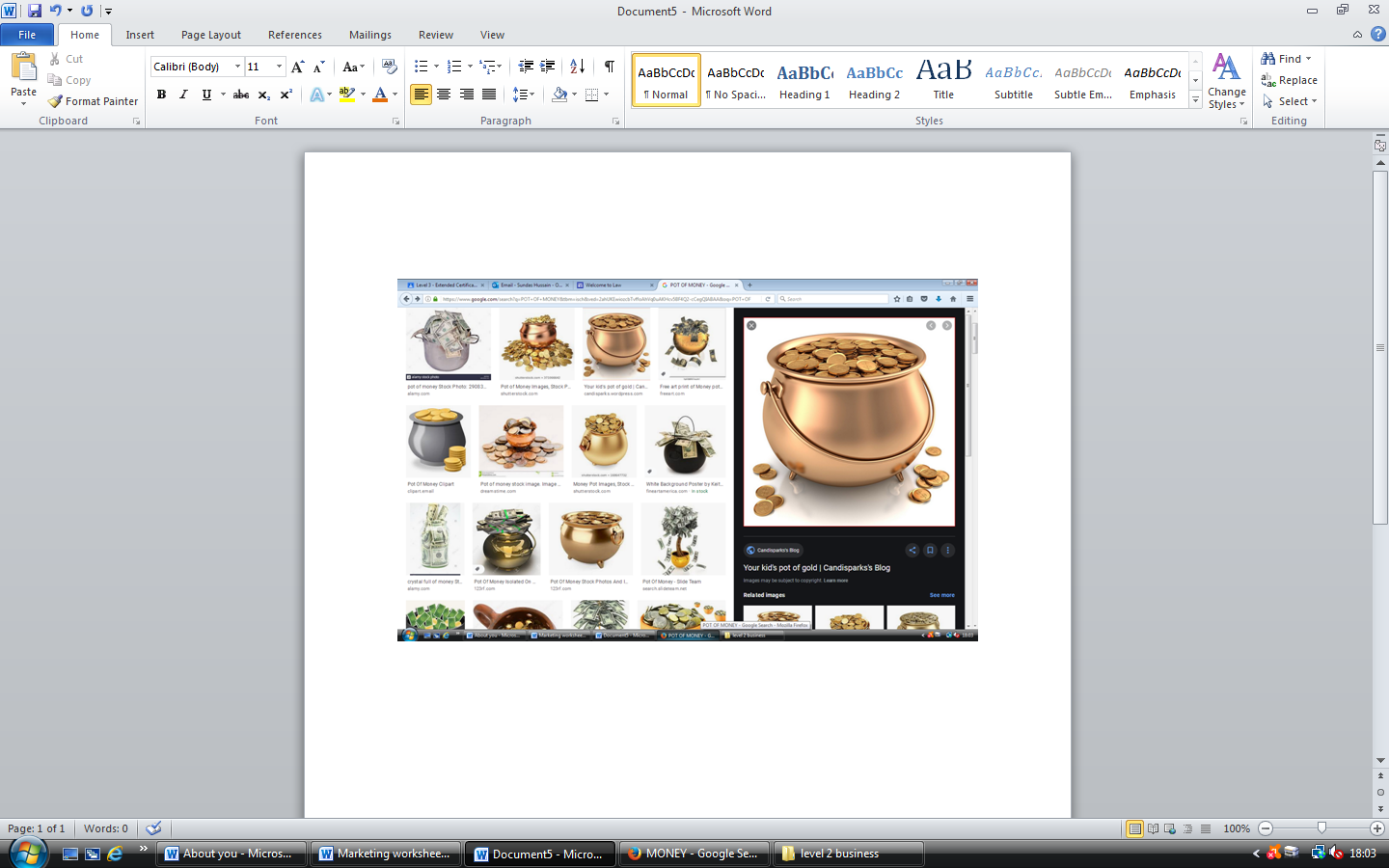
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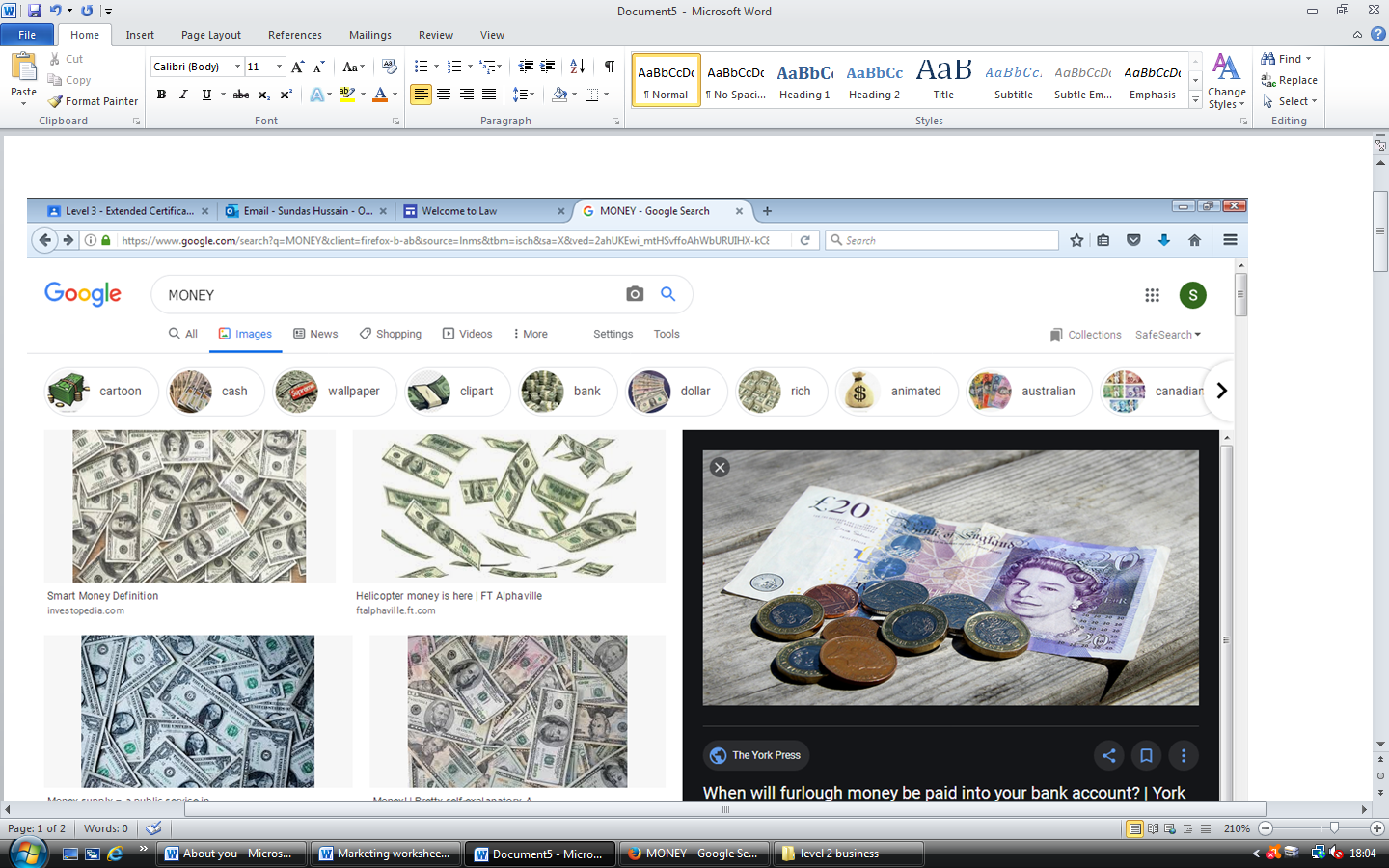
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* 1. List three reasons to why it is important to save money for the future?
  2. Nowadays, Banks have different bank accounts to meet the needs of different customers. Below are two links of popular Banks, Santander and Natwest. Open the links below and look at the Features of the student accounts for both banks.
* Santander - <https://www.santander.co.uk/personal/current-accounts/123-student-current-account>
* Natwest - <https://personal.natwest.com/personal/current-accounts/student_account.html>

**In the box below discuss, which bank you would open a Student bank account with and why?**





# Branding & Product Development

## Branding

1. Research in to what is meant by ‘Branding’ and discuss below:
   1. Below are two very famous Businesses answer the questions about them and research into what other brands they own:

**Business 1:**



Give a history/background of the business.

* When they opened?
* Who the owner is?
* How they started off?
* What they sell?
  1. Then research into what two ‘brands’ Coca Cola own?
* Give the Brand name and a description of what the brand are known for?

**Business 2:**



Give a history/background of the business.

* When they opened?
* Who the owner is?
* How they started off?
* What they sell?
  1. Then research into what two ‘brands’ Apple own?
* Give the Brand name and a description of what the brand are known for?

* 1. Research and describe what the marketing mix means?

……………………………………………………………………………………………………………………….

……………………………………………………………………………………………………………………….

* 1. Research and describe the 4ps:
* **Product -**
* **Price -**
* **Place -**
* **Promotion –**
  1. List 3 ways on how Coca Cola promote their products:
  2. List 3 ways on how Apple promote their products:

## Marketing Campaign



Linden Rd

Birmingham

West Midlands

B30 1JR

Hartlepool Sixth Form College

Blakelock Road

Hartlepool

TS25 5PF

Dear Student

I would like to congratulate you and your College as you have been selected to take part in a Cadbury World competition. As part of your Business Studies lesson we would like you to design a new chocolate bar for the target market 5-18 years of age.

You need to complete the Marketing Mix worksheet which is provided. You must include the following information:-

* **Name** of the chocolate bar/chocolates
* **Promotion**: How will you promote this product e.g. via TV adverts, Magazine, Point of sale, Social Media?
* **Price:** How much wills the chocolates/ bar be? Will you have different prices of different size bars? You need to think about the competition how much other bars in the supermarkets are
* **Place**: Where can you buy the chocolate bar from which supermarkets do you want to sell it, Websites, garages, local corner shops, etc?
* **Product:** What will your chocolate bar be like think of the flavours available will it have other pieces of chocolate inside it? What will the packaging be like think of colour and fonts?
* **Design the chocolate bar**. Now you have considered the Marketing Mix you can design the packaging of the cholate bar and annotate it to discuss choice of colours, fonts and flavour of the chocolate bar.

Good luck!

Yours Sincerely

Marketing Department

1. Name of the Chocolate bar/ Chocolates

|  |  |
| --- | --- |
| **Price** | **Product** |
| **Promotion** | **Place** |

**6.1. Design of the Chocolate Bar: you can draw and design the Chocolate Bar design the packaging, think of the colours of the font etc:**

# Career Aspiration – Where do you see yourself in the future?

## Research task

Think of a job or career you aspire to go into in the future.

1. What is the career you want to go in?

………………………………………………………………….....................................................

* 1. What is the typical salary of this job role?

………………………………………………………………………………………………………..

* 1. Describe what current skills and qualities you have which would benefit you in this job/career and why they would help?
  2. Describe what skills, qualities and qualifications you need to gain for this job/career?
  3. What skills and qualities do you think an employer looks for in potential employees?



# Dragons Den

Create your own Business Idea for the Dragons Den

Checklist of jobs to be completed

* PowerPoint presentation for Dragon’s Den
* Poster advertising your business
* Your slogan
* Your company logo
* A list of stock including where you will get it from, how much it costs
* Design for staff uniform (T-Shirt)

|  |  |
| --- | --- |
| **Job** | **done by** |
| PowerPoint presentation for Dragon’s Den |  |
| Poster advertising your business |  |
| Your slogan |  |
| Your company logo |  |
| A list of stock including where you will get it from, how much it costs |  |
| Design for staff uniform (T-Shirt) |  |

## Dragons Den Checklist

The following need to be completed

* PowerPoint presentation for Dragon’s Den
* Poster advertising your business
* Your slogan
* Your company logo
* Your cash flow spreadsheet
* Market research questionnaire and answers (graphs too if possible)
* A list of stock including where you will get it from, how much it costs
* Design for staff uniform (T-Shirt)

**The PowerPoint should explain:**

* The aim of the company
* Who does what
* Who the customer is?

**The advertising:**

* Has a corporate image (colour/font etc)
* Is attractive
* Tells the customer what they want to know
* Uses the logo on all items including uniform

**The stock list:**

* Has used the market research to inform choice
* Has cost per item
* Shows how much profit is possible on each item

**The company:**

* Has worked together as a group
* Decided things democratically
* Management has been fair and even-handed with all staff

**Any other comments**