



Bridging the gap

BUSINESS STUDIES

Course Title	Examination Board & Web Address				
OCR Cambridge Technical Level 3 Extended Certificate in Business	OCR Cambridge www.ocr.org.uk				
<p>Units/Topics Studied:</p> <p><i>These units make up the Level 3 in Business over two years</i></p> <p>Unit 1 – The Business Environment Unit 2 – Working in Business Unit 4 – Customers & Communication Unit 8 – Introduction to Human Resources Unit 11 – Accounting Concepts</p>					
<p>Lesson Tasks</p> <p>Part One: Find out the answers to the following questions:</p> <ol style="list-style-type: none"> 1. Briefly explain the difference between field and desk research. 2. Outline 2 characteristics of successful entrepreneurs. 3. What is the difference between a Job Description and a Person Specification? 4. Give an example of a form of 'on-the-job' training. 5. Identify an example of a key anti-discrimination legislation. 6. State 2 advantages to a business of a bank overdraft compared with a bank loan. 7. State 5 things which a Break Even chart can show. 8. Identify 5 costs a business would likely have. 9. Outline the difference between a private limited company and a public limited company. 10. What is the formula for calculating revenue? <p>Part Two: Choose ONE of the following tasks to complete:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td data-bbox="207 1447 871 1787" style="width: 50%; padding: 5px;"> <p style="text-align: center;">PowerPoint Presentation 'Competitor Research – Price'</p> <p>Research and compare the pricing strategies of Boots and one of its main competitors. To do this, choose 20 products which are sold by each business and compare their prices. On your last slide, comment (giving reasons) on a) whether you think Boots prices its goods/services competitively and b) whether Boots prices give customers value for money.</p> <p>Present this information on a PowerPoint presentation</p> </td> <td data-bbox="871 1447 1505 1787" style="width: 50%; padding: 5px;"> <p style="text-align: center;">Information Poster 'Motivation'</p> <p>Produce a poster which explains the ways that 'Google' motivates its staff. You can find information on Google's website and there are videos on YouTube about working at Google. Look out for evidence of the following factors: holidays; recognition of achievement; interesting and stimulating tasks; fringe benefits; chances to take responsibility; chances of promotion; fair wage for a fair day's pay and healthy environment. Please include evidence of any other factors you may find.</p> </td> </tr> <tr> <td data-bbox="207 1787 871 2063" style="width: 50%; padding: 5px;"> <p style="text-align: center;">Information Leaflet 'Belbin's Team Roles'</p> <p>Research Belbin's team roles and produce a leaflet which describes each role. On the last page of your leaflet write a short account of a time when you were working with a group of people to achieve a task, such as when taking part in a team sport or a mini-enterprise. Using Belbin's groupings of active, people and thinking team roles, explain why the group did or did not operate as an effective team.</p> </td> <td data-bbox="871 1787 1505 2063" style="width: 50%; padding: 5px;"> <p style="text-align: center;">(Factsheet) 'Consumer Protection Legislation'</p> <p>Visit the Trading Standards website at www.tradingstandards.gov.uk and go to the business section of the site. This site provides information on consumer protection legislation affecting businesses. Use this website to find out and explain two ways in which consumer protection legislation would affect the running of any business that sells food.</p> </td> </tr> </table>		<p style="text-align: center;">PowerPoint Presentation 'Competitor Research – Price'</p> <p>Research and compare the pricing strategies of Boots and one of its main competitors. To do this, choose 20 products which are sold by each business and compare their prices. 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The **two parts will be graded A to E**. In part one we will be looking for the correct answers. In part two we will be looking for evidence of research and demonstration of knowledge, application and analysis.

Good Luck!