



All Saints Sixth Form College

Transition Pack

Business Studies

Welcome!

Hi all.

I hope you are well! This pack has been designed to support those of you that will be studying the Cambridge Technical in Business Studies with us from September- we are really looking forward to meeting you!

You may or may not have studied Business before- do not worry if not, you're in safe hands. You may not notice, but you interact with businesses every day and therefore you will know more than you think! Over two years we will explore different aspects and functions within businesses, we will also explore a range of businesses with differing aims.

The purpose of this pack is to support you with your transition and get you ready for the course, it is really important that you complete the tasks that have been set so that we can all get off to a flying start! I have included a range of resources and ways to learn to suit everyone's needs. However, if there is anything that you would like some help with, please email me at Judsonc@astn.uk and I will be happy to help. You can complete your tasks using a laptop or you can write down the work on to paper, whichever works best for you.

Kind regards,

Miss Judson

Head of Business Studies and Social Sciences

Task 1: Key terms and definitions

There are many different aspects of business, some trickier than others. Below is a list of key words which will appear a lot throughout the course. Your task is to do some research and find out what each key term means. Make a note of the definitions as they will be important for future learning.

When researching business terms, I would always encourage you to use one of the following websites as they are *trusted sources*. Try to stay away from Google definitions as sometimes they are difficult to interpret or may not provide you with the Business Studies explanation.

- <https://www.businessed.co.uk/index.php/home/theory/cambtec/cambtec-l3-theory>
- <https://www.tutor2u.net/business>

In addition to this, there are some fantastic videos that have been designed by teachers which are available on YouTube- visit Youtube.co.uk and then search for one of the following.

- Mrs Squires Means Business
- Two Teachers

Key terms to be aware of:

Cash flow	Sole trader	Inflation
Profit & Loss	Partnership	Recession
Assets	Private Limited Company	Economic Boom
Liabilities	Public Limited Company	Exchange rate
Variable costs	Third sector business (charity)	Imports
Fixed costs	Community Interest Company	Exports
Breakeven	Public sector (government funded) organisations.	Labour turnover
Unlimited liability	Limited liability	Stakeholders

Task 2: Find out more...

Throughout the course we will need to explore a range of businesses. they may differ in size, ownership or how they are funded.

Below is a list of well-known businesses, of which I am sure that you're aware. Are there any that you wouldn't have expected to see on the list? Can you add any more of your favourite businesses to the list?

- Tesco
- NHS
- Amazon
- Apple
- Shell
- Nike
- Toyota
- Asda
- Morrison's
- Ikea
- British Airways
- Royal Mail
- Foot in the Door (Liverpool)
- Cadbury
- Barclays
- Starbucks
- Facebook
- Coca Cola

Your second task is to do further research into three of the businesses from the list above, or some of your own. Try to choose businesses which are different to one another. For example, Amazon is an online only retailer, whereas Tesco have physical stores and an online service.

You should write no more than 1.5 sides of A4 or 8 PowerPoint slides per business which should include:

- The type of ownership of the business (you should see some of your key terms appear from the first task!)
- Whether the owners have limited, or unlimited liability
- The type of products that they sell
- Where they are located (Liverpool/UK/International?)
- Do they have a logo and a slogan? Include this.
- Explain what makes people want to use the business.
- Discuss who the main competitors are for the business.
- Explain the strengths and weaknesses of the business- you can look at this from a customer or employee perspective.

Task 3: In the news...

You don't have to watch the 6 o'clock news every night to know what is going on in the world. there are many different ways to keep up to date.

Recent news stories and articles will play a vital role in the Business Studies course. so it is really important to keep up to date!

Twitter is a brilliant way to keep up to date with the news. so if you already have an account. that's great. If not, please sign up and follow the accounts below:



Other news sources could include:

- The Guardian
- The Independent
- The Financial Times
- Reuters

You can also start to follow some of your favourite businesses online to keep up to date with any changes.

For your third task, I would like you to find 2 published news articles about businesses that you are interested in. You should:

- Summarise the story into 5 bullet points
- Discuss if this story positive or negative for the business
- Consider who this news will impact and how.

Finally... Task 4: Customer Communications

Keeping customer satisfied is vital for business success and businesses use a range of different methods and techniques to do this.

Different customers have different needs. external customers can include:

- Loyal customers- who use the business regularly
- One off customers- who are not loyal but may use the business once or twice
- Prospective customers- those who have not yet engaged with the business but could potentially.

As well as this, there are factors that will impact customers decision to buy products. for example:

- The amount of disposable income they have each month
- Where the business is located
- Any personal needs such as disabilities access, delivery services and use of technology
- Whether there are close alternatives for the products
- Products quality.

Your final task is to do some research into different ways that a business can keep customers happy. For example, do they do deals and offers? Do they regularly bring out new products? Do they adapt their products to suit the customers needs?

Make a list of as many different ways that businesses keep different types of customers satisfied and make a note of each. Be sure to research the different methods of satisfying different types of external customers and their individual needs.

Use the internet, newspapers, books and your own knowledge to complete this task. You may also want to ask family and friends of anything they can think of!

Reading list

Below is a list of books which may also be of interest to you.

<i>Building Strong Brands</i>	Aaker, David	978-1849830409
<i>The Idea in You: How to Find It, Build It, and Change Your Life</i>	Amor, Martin	978-0241971390
<i>Screw It, Let's Do It: Lessons In Life</i>	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
<i>Legacy: New Zealand All Blacks</i>	Kerr, James	978-1472103536
<i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>	Martinez, Antonio Garcia	978-1785034558
<i>The Everything Store: Jeff Bezos and the Age of Amazon</i>	Stone, Brad	978-0552167833

Please bring all of your transition work with you on 20th August when you enrol at All Saints Sixth Form.

We look forward to meeting you and working with you in the future!