



# CTECH

Business Department Summer Preparation

June 2018

## Welcome!



## Final Assessment:

### In This Task

- Introduction to Cambridge Technical Extended Certificate in Business
- Recommended reading
- Recommended viewing
- Holiday task to get you started
- Introduction to expectations

### Want to work here? Ensure you get the qualifications you need!

Business continues to be a very popular subject because the course is relevant to the world around us and provides students with an understanding of what makes a successful business and gain an understanding of the way that businesses operate.

### Course information OCR website:

[http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-technical-business-level-3-certificate-extended-certificate-foundation-diploma-diploma-05834-05837-2016-suite/?qualtype\\_key=cambridge-technicals/](http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-technical-business-level-3-certificate-extended-certificate-foundation-diploma-diploma-05834-05837-2016-suite/?qualtype_key=cambridge-technicals/)

### Year 12

Unit 1 external exam 2 hrs  
The Business Environment

Unit 4 Customers and Communication  
coursework

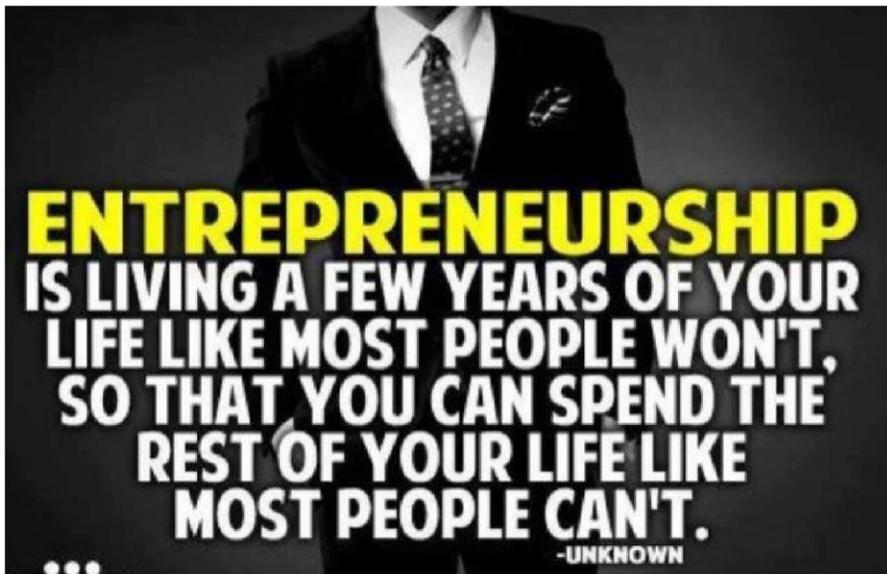
Begin Unit 20 Business Events coursework

### Year 13

Complete Unit 20

Unit 2 external exam  
working in Business

**Plus 1 tbc coursework**



*"Whenever you see a successful business, someone once made a courageous decision..." - Peter F Drucker*

## Recommended Reading

Reading is not limited to physical books, there are a lot of other resources that you can familiarize yourself with before the course. Here's our list of top websites/ publications/books for you to get your noses into:

### The news (broadsheet papers)

You will find many useful articles on businesses and politics that will be useful in your final exams. When you start in September you will be regularly tested on your current affairs knowledge so get reading!  
<http://www.telegraph.co.uk/news/>

### Businessed.co.uk

This website has strong links to OCR and contains a lot of revision support material for the examined units and Unit 4 coursework:  
<https://www.businessed.co.uk/index.php/home/theory/cambtec/cambtec-l3-theory>

## Textbook:

The recommended text book is:

Cambridge TECHNICALS  
Level 3 Business  
Author: Bayley et al  
Publisher: Hodder Education  
ISBN: 978-1-471-87479-6

## Recommended Viewing

There are many great TV programmes you should make time for, which give you a real sense of what it takes to manage a business. Below are a list of ideas, but please don't limit yourselves to just these!

The news is one of the most useful programmes to watch to learn about external affects upon business, ethical business practice etc.

### Dragons Den:

<http://www.bbc.co.uk/programmes/b006vq92/episodes/guide>

### The Hotel Inspector

<http://www.channel5.com/shows/the-hotelinspector>

**Panorama** covers topics that will impact the way businesses operate, as well as looking at individual businesses themselves.

<http://www.bbc.co.uk/programmes/b006t14n/episodes/guide>

## To prepare you for September we have devised a few tasks to get you up and running

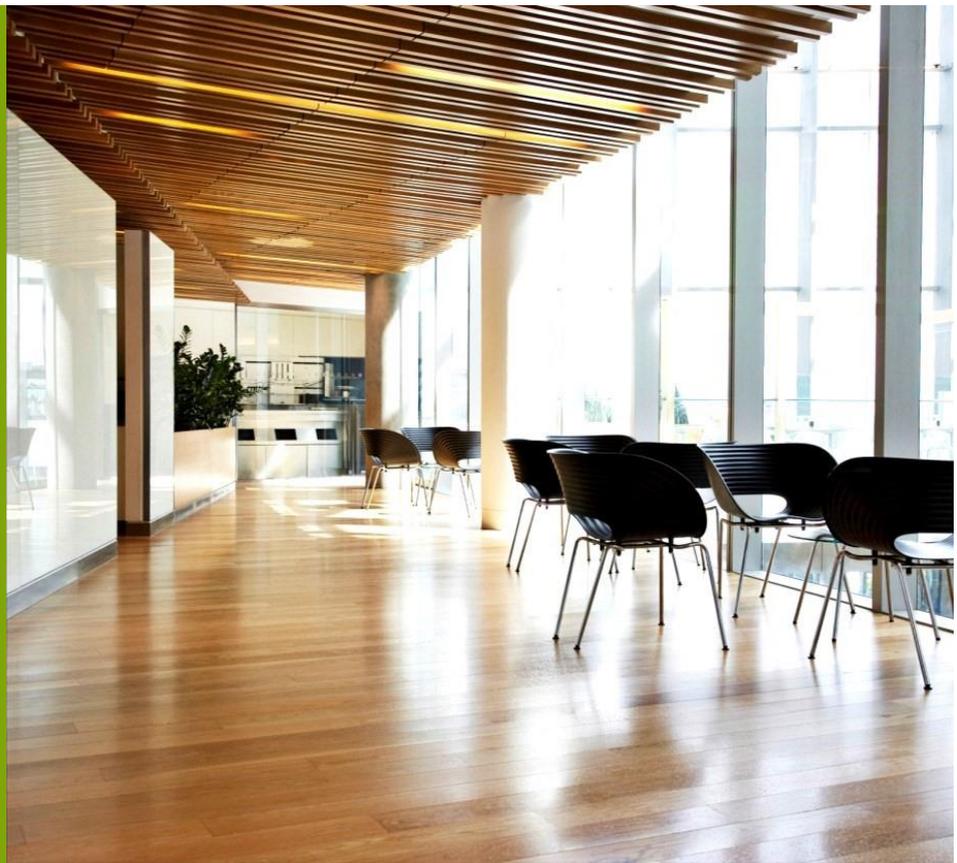
A-level business expects you to think like a small business entrepreneur/ owner/ manager.

To be successful on this course you will need to be able to make decisions which are well explained and make good sense.

This task sheet will aim to prepare you for this by giving you practical steps to achieve this.

Your first task offers you the opportunity to develop your research and analytical skills.

The second task asks you to prepare the first part of a business plan, beginning to think like a business owner.



**Other supposedly inspirational office images!**

## TASK 1

Your first task is to prove your ability to be an independent learner. You are to download a copy of the model assignment for Unit 4 from the exam board website: <http://www.ocr.org.uk/Images/313491-unit-04-customers-and-communication-model-assignment.pdf>

Pay attention to Task 2, the customer service role play. Over the course of the summer, when you are out and about, pay particular attention to the body language and verbal skills demonstrated by a customer service assistant you encounter when you're out shopping, using the gym, visiting a leisure facility etc.

Make a note of the circumstances, the verbal and non-verbal communication skills you have observed, and make recommendations as to how the customer service assistant could have improved their dealing with you, or reflect on anything they did particularly well which could be taken as a model of good practice.

*“People are unlikely to know they need a product which does not exist and the basis of market research in new and innovative products is limited in this regard.”*

*Sir John Harvey-Jones*

## TASK 2

1. The first (and hardest step) for any aspiring entrepreneur is to come up with a good idea for a product to launch locally. You need to find a ‘gap in the market’, which means that you need to come up with an idea that has not been thought of yet, but which will be popular. If you are stuck, look at <http://www.businessnewsdaily.com/1999-great-businessideas-2012.html> for some inspiration.
2. Once you have your idea you need to do some research, is there any competition, what type of person will be your likely customer & how many of these are in your area that you can target, what sorts of prices are charged for your type of idea, what things will you need to buy to get your idea running, once you have this look at your results, is it still a good idea?
3. With all of your research, imagine you are approaching a bank for a loan to get started. They would expect to see a business plan. Complete the first 3 sections of HSBC’s online plan (Business Overview, Markets and Competition, Sales & Marketing) [https://www.knowledge.hsbc.co.uk/business\\_plan](https://www.knowledge.hsbc.co.uk/business_plan)
4. If you want an extension to this, try completing other sections (Financing would be good!).

## Expectations

You are expected to undertake weekly independent research and study, as well as your set homework. Being a Level 3 Business student is not an easy ride!

You will need to keep up to date with your coursework, meeting deadlines and completing work to the very best of your ability in order to meet the exact exam board requirements.

Folder checks will be carried out on a regular basis.

We hope you will enjoy your lessons as much as we enjoy teaching them and look forward to seeing you in September!

## Contact:

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& Economics

OR

Pop up to the Business  
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the House, any lunch or  
break time.