

# **KS5 Curriculum Sequencing – Homework/Prep Time Work and Private Study Work: *BTEC Business***

## ***BTEC Business* homework, prep time work and private study work policy**

All homework, prep time work and private study work in *BTEC Business* is set on Edulink homework with a clear set date, due date and time allocation.

<b>Homework</b>	3 hours of homework will be set per student per cycle. This will be from both teachers, and could include completion of lesson tasks, worksheets and case study or comprehension questions. This could also include knowledge-based questions. Homework will be checked and signed by the teacher within a future lesson. The majority of homework for <i>BTEC Business</i> will include coursework.
<b>Prep time work</b>	4 hours of prep time work will be set per cycle. This will focus on a 'flipped curriculum' model, where students research upcoming tasks in order to prepare them for upcoming topics. This will also include watching videos, reading articles and watching TED talks.
<b>Private study work</b>	2 hours of private study work will be set per cycle which will include the completion of exam questions, wider reading, news articles and links to YouTube videos.

## **Sequencing of homework, prep time work and private study work**

<b>Area of subject learning checklist</b>	<b><i>Homework/Prep Time Work and Private Study work set</i></b>
<b>Unit 1 (Single &amp; Double) Exploring Business</b>	<p><b><i>Prep Work:</i></b></p> <p><b><i>Learning Aim A</i></b>  <a href="https://www.youtube.com/watch?v=clfNqs4R3Sg&amp;list=PL6Mdqs3Kn4xNfGjEYCjluQvcD_yZDFoZC">https://www.youtube.com/watch?v=clfNqs4R3Sg&amp;list=PL6Mdqs3Kn4xNfGjEYCjluQvcD_yZDFoZC</a></p> <p><b><i>Learning Aim B</i></b>  <a href="https://www.youtube.com/playlist?list=PL6Mdqs3Kn4xPMhQp4BXmT0p5tytF0x5qS">https://www.youtube.com/playlist?list=PL6Mdqs3Kn4xPMhQp4BXmT0p5tytF0x5qS</a></p> <p><b><i>Learning Aim C</i></b></p> <p><b><i>Learning Aim D</i></b>  <a href="https://www.youtube.com/playlist?list=PL6Mdqs3Kn4xN9tOZPkt1xxG6Vtt_ivgEt">https://www.youtube.com/playlist?list=PL6Mdqs3Kn4xN9tOZPkt1xxG6Vtt_ivgEt</a></p>

## Learning Aim E

### Homework:

**Homework for this unit will be coursework write up to meet deadlines in line with the BTEC assessment calendar.**

### Research

**Select one business from each type of ownership. Identify at least three insurance companies offering business insurance and compare the extent of protection against liability each of them offers.**

### Questions



#### PAUSE POINT

Why is profit not the most important goal for this business?

##### Hint

Without referring to the case study, list all the reasons that profit is not the main aim.

##### Extend

What non-financial rewards do employees receive from their involvement with this business?

#### 'Bring me back'



Walkers Crisps Ltd, owned by PepsiCo, is one of Britain's biggest brands and strives to retain its popularity in a highly competitive market.

Having an innovative idea does not mean that existing ideas or products are obsolete. For example, the UK consumption of

crisps, snacks and nuts has risen significantly and generates revenue of almost £129 million. Therefore it appears that there is still room for expansion into the snack industry.

Walkers' innovation lies not just in how it expands its product range, such as its 'Do us a flavour' campaign in the mid-2000s, but, more recently, by asking the public to vote for their favourite flavours previously removed from its range. Walkers' process of deciding how to expand its range is also innovative and it does this very well by seeking **stakeholder feedback**. For example, in an earlier campaign, Walkers received more than a million votes from stakeholders for flavour ideas. The campaign got people talking about Walkers, both online and in daily conversations, subsequently raising their profile. The company promised a large monetary reward and a percentage of all future sales, with the winning announcement exposed to media coverage.

To ensure success, Walkers produced a focussed campaign. It is likely that some of their aims were:

- to remain a popular snack brand with the public
- to find out the nation's favourite flavours
- to increase sales through daily public interest
- to resurrect a previously tried and tested recipe.

The benefits to stakeholders of this campaign included:

- extended flavours to the product range
- a significant financial reward for the stakeholder selected as winner and their moment of fame in the media
- a sense of belonging and involvement with Walkers.

Walkers Crisps has also been investing heavily in research and development and, during the mid-2000s, it reduced the salt content of its products following trends towards healthier living. Further extensions to their range include the Market Deli range, in 2014, to stay ahead in a highly competitive market. Despite being owned by an American company, PepsiCo, crisps are considered a traditionally British snack food; sales have increased due to the recession as people stay at home more rather than socialising in public places.

#### Check your knowledge

- 1 What are the business features of Walkers Crisps?
- 2 Who are Walkers Crisps' stakeholders?
- 3 How would you describe the relationship Walkers Crisps has with its stakeholders?
- 4 What innovative approaches are Walkers Crisps using?
- 5 What factors influenced Walkers Crisps to try such innovative ideas?

**Unit 3  
(Single &  
Double)  
Personal  
and  
Business  
Finance**

**Prep Work:**

**Tutor2U Seminar – Personal Finance**

<https://www.youtube.com/watch?v=kmtbwImptiM>

**Tutor2U Knowledge Check – Personal Finance**

[https://www.youtube.com/watch?v=yU\\_O8ubxNwQ&t=19s](https://www.youtube.com/watch?v=yU_O8ubxNwQ&t=19s)

**Tutor2U Seminar – Business finance**

<https://www.youtube.com/watch?v=q9XbnefceSc>

**Tutor2U Knowledge Blast – Ratios**

<https://www.youtube.com/watch?v=dE6ZhmvfinU>

**Tutor2U Knowledge Check – Break Even & Cash flow**

[https://www.youtube.com/watch?v=3JR1u\\_zamkl](https://www.youtube.com/watch?v=3JR1u_zamkl)

**Homework Book: Printed and Set in class BTEC Assessments Unit 3**

**Study Work**

**Research**

**Research**

Work in pairs. You have £2500 and must invest or save it for at least five years.

- Mind map all the options – showing risk versus potential rewards.
- Identify your preferred saving method. Find an account that offers the highest return.

How much would your savings be worth in five years?

You read about a new form of investment called crowd funding. Visit one of these websites as part of your research.

- Choose one or more businesses to invest in. Calculate your expected return on your £2500 in five years' time.
- Present your saving and investment options to the rest of the class.
- As a class, try to reach an agreement on what would be the best use of the money.

	<p><b>Assessment Questions</b></p> <p><b>Assessment practice 3.1</b></p> <ol style="list-style-type: none"> <li>1 Identify <b>two</b> disadvantages of using a credit cards. (2 marks)</li> <li>2 Describe <b>two</b> examples of a type of borrowing. (4 marks)</li> <li>3 Describe the likely financial needs and implications of a person in the young adult stage of the life cycle. (6 marks)</li> </ol> <p>Bethany and Mark have inherited some money from their grandfather. Bethany wants to save the money for future use so that she has something to rely on while Mark thinks that he will make the best use of his money if he invests it.</p> <ol style="list-style-type: none"> <li>4 Assess the risks and rewards of saving versus investment. (12 marks)</li> </ol>
<p><b>Unit 2</b> <b>(Single &amp; Double)</b> <b>Developing a Marketing Campaign</b></p>	<p><b>Prep Work:</b></p> <p><b>Tutor2U Seminar – Getting ready for the paper</b>  <a href="https://www.youtube.com/watch?v=wCFRZy2cihY">https://www.youtube.com/watch?v=wCFRZy2cihY</a></p> <p><b>Tutor2U Seminar – Using the research pack for activity 1</b>  <a href="https://www.youtube.com/watch?v=Z-GUdbvxeb8">https://www.youtube.com/watch?v=Z-GUdbvxeb8</a></p> <p><b>Tutor2U Seminar 0 Writing the rationale and budgeted plan</b>  <a href="https://www.youtube.com/watch?v=Yul2PCN4l_E">https://www.youtube.com/watch?v=Yul2PCN4l_E</a></p> <p><b>Homework</b></p> <p><b>Learning Aim A Case Study</b></p>

## Simply Nature - the brand



People are probably more conscious about body image than ever before and manufacturers of beauty products are at risk of inadvertently promoting images which display unethical practice. It is impossible to claim a business is completely ethical or unethical due to ethics being subjective.

Simply Nature wants to run an advertising campaign featuring models from a local modelling agency. Their products are designed for niche markets, segmented by:

- skin colour
- skin type
- external conditions  
(the natural elements – wind, air, water)
- age.

Their first attempt at advertising did not generate the amount of interest they hoped. They advertised in the regional commuter paper and at teatime on the radio. They undertook a survey on their website to ask for comments. However, despite the advertisement promoting positive body images regardless of shape, size or age, the feedback was negative. Comments such as 'if only I could look like that' and 'are you a miracle worker?' did nothing to increase their sales. One of the major factors Simply Nature had completely overlooked was to think like a potential customer, ask the questions they

would ask and answer those questions in advance in their advertising – questions such as price, distributor, quantity and benefit. They have yet to establish their USP.

While Simply Nature tried hard with their first marketing campaign, and had the best of intentions in trying to project an ethical image and segmenting their market according to age and ethnicity, they realised they needed to relate to the public in a more realistic way. Importantly, they have realised that they need to find out what their customers like about their products so they can build on something positive. They have started to gather testimonials which they are permitted to use and have changed their website so users can upload their photographs and comments to share with others.

Nevertheless, what Simply Nature are especially proud of is the ethical practice they apply to manufacturing their product, using all natural ingredients. These are sourced by working closely with tribal groups and ensuring they are not exploited, and testing on animals is also banned. They ensure the manufacturing process involves under-developed nations, employing the locals and paying a decent wage. Their business values all those involved and promises to continue donating a percentage of all profits to support local needs such as educational materials, medication and improving sanitary conditions.

### Check your knowledge

- 1 What factors influenced the Simply Nature marketing campaign?
- 2 How has Simply Nature adapted their marketing strategy to stimulate demand?
- 3 What are the aims and objectives of the Simply Nature campaign?
- 4 How would you develop the brand image of Simply Nature?



## Practice Assessment

### Assessment practice 2.2

A01

A02

A03

In the winter of 1979, a raid took place on the premises of a prestigious Birmingham company which prided itself on the safety of its deposit boxes where people could store their valuables, including jewellery, cash, precious metals and fine art. The haul was estimated at £4 million, a stunning figure at the time, and the robbery was marked down as one of the most notorious in the UK's history.

The company promoted its services as amongst the most secure in the country. Their marketing material claimed:

'New Street Safety Vaults has been in existence since 1947 and is a leading UK family-owned company offering safety deposit facilities that you can depend on. We can provide you with a secure method of storing your precious and irreplaceable items at a very reasonable price. Our high security systems are cutting edge, while also offering flexible access six days per week. One hour's notice is all we require for you to gain access to your safe. Rental length is negotiable, ranging from one month to long-term, and a variety of safe sizes is available to meet all needs. Our clients are assured of a discreet, reliable and secure service at all times.'

Your task is to:

- review and evaluate the marketing material
- identify the influencing factors for introducing an alternative strategy
- identify target markets and competition
- recommend methods and a rationale for an alternative marketing campaign.

#### Plan

- I know where I am going to begin.
- I know where I shall find my research sources for this task.
- I know how I shall manage my time.
- I know which aspects of the task will take the most and least time.

#### Do

- I am approaching this task in a rational manner and can explain my reasons for doing so.
- I can adjust my thinking and approach when I lose concentration or momentum.
- I am prepared for critical feedback to help me improve.

#### Review

- I can explain the methods and tools I used to carry out my research for this task.
- I can describe where I struggled and what I found easy, and why.
- I can recognise progress in my knowledge and the way I learn.
- I feel I am gaining in maturity in market research.

## Research Task

What examples can you identify of successful marketing campaigns?

Look for examples from different business sectors and business sizes. Explore this using sources other than the internet.

What examples can you find of less successful marketing campaigns? Why were they less successful?

**Unit 14  
(Single &  
Double)  
Investigat  
ing  
Customer  
Service**

### Homework:

**Homework for this unit will be coursework write up to meet deadlines in line with the BTEC assessment calendar.**

### Prep & Study Work

## 'Keeping abreast of legislation'

In 2011, French company Poly Implant Prothèse (PIP) was found to have been illegally manufacturing and selling breast implants made from cheaper industrial-grade silicone since 2001 (instead of the medical-grade silicone they had previously used).

Hundreds of thousands of unapproved implants were sold globally by PIP from 2001 to 2010, the firm having since been **liquidated**. The implants were found to have a 500 per cent higher risk of rupturing or leaking than approved models, as well as being implicated in several deaths.

In the UK, reports claimed that at least 50,000 women had PIP implants and many had to have urgent replacements. The NHS and some private clinics offered the removal of PIP implants free of charge.

In 2013, the British Association of Aesthetic Plastic Surgeons (BAAPS) proposed much tighter monitoring of all medical devices, including breast implants, and all cosmetic injectables via compulsory, regular reporting of adverse effects.

The Department of Health commissioned a review of regulations and a report was issued calling for much tighter and rigorous regulations including:

- EU regulations on medical devices to include all cosmetic implants, with urgent action to be taken in the UK
- standards to be set by the Royal College of Surgeons including formal and certificated training
- the sharing of patient records with their GPs and themselves, with individual outcomes for surgeons reported on the NHS website
- a registry of patients having breast implant surgery and other cosmetic devices to be developed.

The British Association of Plastic, Reconstructive and Aesthetic Surgeons keeps a register of well-established and reputable members. The Committees of Advertising Practice write and maintain the UK Advertising Codes, which are administered by the Advertising Standards Authority.

Legislation and regulations which exist in the UK do not automatically extend to overseas. However, due to the seriousness of poor business practice, new rules and regulations are now in place and customers are becoming better informed and critical. However, reports continue to appear in the media about the marked increase of children aspiring to cosmetic surgery or change of body image.

### Check your knowledge

- 1 What legislation changed as a result of this scandal?
- 2 How can the cosmetic surgery industry rebuild customer confidence?
- 3 What are the likely consequences to business reputation as a result of similar cases?
- 4 How do customer expectations influence the cosmetic surgery industry?
- 5 How important is it for businesses such as these to follow rules and procedures?

## Assessment practice 14.1

A.P1 A.P2 A.M1 A.D1 B.P3 B.M2 B.D2

You are a customer service representative. Your manager is concerned about the business's customer service levels.

You are asked to produce a report for the business owner comparing current customer service provision and processes with that of a previous employer. Your report should consider both businesses and include:

- a description of their approach to customer service delivery, how they meet the expectations and satisfaction of customers and how important this is to the business
- a description and evaluation of the benefits that a business, the customers and the employees might find with improved customer service
- a description of how the businesses adhere to current legislation and regulations and the impact and importance of this to the business
- a description and analysis of at least three methods for monitoring customer service, using qualitative and quantitative research, you should consider how effective these are.

Produce a customer service training handbook that includes relevant legislation and regulations and can be used in practical situations. Your training handbook should evaluate the importance of providing excellent customer service and adhering to relevant current legislation and regulations.

### Plan

- I shall identify the customer service skills which will be the focus for the training handbook.
- I shall seek extra support for any skills that I need to develop to achieve this assessment, such as analysing quantitative or qualitative data.
- I shall read the learning aims and assessment criteria to help me plan my outcomes.
- I shall allocate time and a plan for visiting different businesses to learn about how they monitor customer service. I shall try and find out their process for analysing the data and what they do with the results.

### Do

- I shall keep focused and be realistic about how much I can do in a short amount of time.
- I shall ask other businesses if they would be willing to show me an example of a training handbook.
- I shall focus on something quite small for the training handbook, perhaps training on a new policy or procedure.
- I shall test out my training handbook on a peer, friend or mentor for ease of use.

### Review

- I shall reflect how I could have tackled this activity differently and what I would do again.
- I shall evaluate whether the training handbook would be accessible to someone with a particular impairment, such as colour blindness, dyslexia, etc.
- I shall consider what legislation I have looked at (or possibly overlooked) when undertaking this activity.

### Case study

#### Vetfone™ Hosted Call Centre Helpline

VetsDirect provide veterinary advice and welfare services to some of the biggest names in pet services and welfare in the UK. The Vetfone™ service is provided to pet owners as a membership or Pet Insurance policy benefit, and is used by owners who need advice about their sick pets. This can sometimes be advice on how to care for their pet at home, or they may be directed to the nearest emergency vet.

In accordance with VetsDirect quality procedures, telephone calls are processed by experienced RCVS qualified and registered veterinary nurses. The virtual call centre means nurses can work flexibly from home offices using remote IT systems. This allows VetsDirect to attract and retain the highest quality veterinary nurses, regardless of where they live.

VetsDirect are passionate about delivering the highest quality services for pets. Veterinary nurses take calls 24/7 about a variety of pet problems from worried pet owners. The urgent nature of their work requires them to think very seriously about who is providing their telephone services. The company they use have proved that they can deliver a financially acceptable solution and also the quality and availability of service required for such an emergency service. On the rare occasions when things go wrong, they react professionally to correct any shortcomings.

The latest call centre technology distributes calls to the veterinary nurses and is supported by online information resources, databases and veterinary decision support processes, including voice call recording and skills-based routing. Skills-based call routing ensures that the call is answered by the person with the most appropriate skill set.

Nurses can use a web interface to control their availability by logging in and out ensuring that only available nurses are called, improving the efficiency of call throughput. Nurses can easily transfer calls to colleagues, or other destinations, or call the customer back later. Overflow operatives can stand by if needed and be quickly drafted into the pool of available nurses when demand is exceptionally high. Supervisors and managers can remotely access real time and historical reports to fully analyse the workforce and their efficiency.

#### Check your knowledge

- 1 What is the purpose of VetsDirect?
- 2 What is the role of their call centre staff?
- 3 How does VetsDirect compare with the services offered by traditional, local veterinary surgeries?
- 4 What specialist skills are required by the nurses?
- 5 How has the call centre contributed to the success of VetsDirect?

### .Unit 5 (Double) International Business

#### Homework:

**Homework for this unit will be coursework write up to meet deadlines in line with the BTEC assessment calendar.**

#### Prep & Study Work

### Case study

#### British Chambers of Commerce

The British Chambers of Commerce have been offering support for businesses to trade internationally for more than 150 years and promote partnerships between organisations in different countries. The support offered aims to give practical and on-the-ground advice about how to work in different markets in the world. Businesses wishing to operate overseas can get access to specific support to operate in a particular country including:

- market information
- practical tips about how to trade in a country
- building the share of a market in a particular country
- building the share of a market in a region.

Go to their website and check your knowledge.

#### Check your knowledge

- 1 Why do you think the British Chambers of Commerce offer support for businesses?
- 2 What are the advantages of providing information and support for businesses to trade in other countries?
- 3 Are there any potential disadvantages?
- 4 Carry out research online to find information on the nearest Chamber of Commerce to where you live. In small groups, discuss the different types of support available for organisations wanting to trade internationally in your area.



### Case study

#### Walmart



Walmart is the largest retailer in the world. It trades in 28 countries under 65 different brand names. In 2015, it had net sales of nearly \$500 billion. Walmart employs 2.2 million staff worldwide and has 260 million customers. In the UK, Walmart trades as Asda. In Africa, it trades in South Africa and 12 other sub-Saharan countries as Massmart.

Carry out research into Walmart and how it operates as a multinational corporation.

#### Check your knowledge

- 1 What are the benefits for Walmart of operating across the world?
- 2 Are there any potential disadvantages?
- 3 'Companies trading across the world is the natural progression for all large companies in the UK.' Discuss this view.

### Case study

#### Chewing gum in Singapore

Due to the maintenance problems that discarded chewing gum was causing on their public transport system, in 2004, Singapore began enforcing a ban on chewing gum. The import of chewing gum was immediately halted, although shops were given the opportunity to clear their existing stock. Initially, some consumers would travel to neighbouring Malaysia to purchase chewing gum, although no 'black market' or underground economy for the product ever really emerged.

In 1999, Wm Wrigley Jr Company, the chewing gum supplier, had enlisted the help of Washington DC lobbyists to include chewing gum on the United States-Singapore Free Trade Agreement. Singapore chose to recognise the health benefits of medicinal and sugar-free gum. Chewing gum is now only permitted for therapeutic reasons and must be prescribed by a doctor

or dentist, for example for the purposes of giving up smoking. There are large fines in place for any citizens found to be spitting gum into the street.

#### Check your knowledge

- 1 How might the legal ban on chewing gum except for dental purposes affect businesses trading in Singapore?
- 2 What are the possible opportunities for a business trading in Singapore with this type of ban?
- 3 Why do you think Wrigley lobbied for the inclusion of chewing gum to the FTA, despite Singapore's small chewing gum market?
- 4 Carry out research into products or services that are banned in countries and consider the potential opportunities for businesses in those countries. Present your ideas to your class for discussion.

## Assessment practice 5.1

A.P1 A.P2 B.P3 B.P4 A.M1 B.M2 A.B.D1

Operating businesses internationally is heavily influenced by the markets in which a business operates. Having access to finance and being able to trade in areas where trade is supported can all lead to business success.

You have been asked to write a report using your own research evidence to explain the impact of international business on two different businesses and provide a detailed evaluation about the impact of globalisation on one of those two businesses over a period of 5 to 10 years.

You should select two businesses that operate in contrasting international markets. Your report should explain all the main features of globalisation and consider how it has affected both businesses. In your report, you will need to ensure that you cover all aspects of international trade and globalisation for two businesses including:

- an explanation of why each business has chosen to operate in their market, with an identification of their target market and a discussion of how the characteristics of this market has impacted on business operations and management practices
- an explanation of the types of finance available for international businesses
- an explanation of the role of trading blocs in the practices and operations of the business internationally
- an analysis of the support that is available and the barriers to each business operating internationally.

You should explore the similarities and differences in approaches between your two selected businesses and consider how their structure is affected by how they engage with global businesses. You will need to ensure that you have selected relevant research sources and keep an accurate bibliography. When writing your report, you must ensure that you consider all relevant factors.

### Plan

- Where can I gain the most information about organisations that trade internationally?
- How do I reference my sources appropriately?
- How can I structure my report appropriately and include a wide range of research material that covers trading in the last 5 to 10 years?
- When are my deadlines?

### Do

- How can I check that my sources are appropriate, accurate and up to date?
- How often shall I check on my word count, page numbers and progress?
- How do I know that I am keeping to my deadlines?

### Review

- Did I include all the necessary research sources?
- Did I include enough analysis and evaluation to help me to develop my argument fully?
- What would I do differently next time to make sure that I improve in future assignments?

## Case study

### Blockbuster UK

The company Blockbuster UK ceased trading in the UK in 2013 when it went bankrupt. The reason it gave for its bankruptcy was the change in the way people bought and viewed videos. However, it did have a significant number of competitors at the time, including Netflix which started to offer a DVD rental service through the post that became very popular.

Blockbuster UK's main business was to loan out DVDs and games to customers through a chain of retail stores. These stores also sold sweets and drinks to customers. As a result of the internet, instead of borrowing DVDs, customers were able to download and stream their films directly to their televisions or laptops to watch for lower fees. Other competitors made good use of download times and facilities and Blockbuster were slow to change the way that they operated the business. Other competitors, such as BT and Virgin, also saw a gap in the rental market and started to offer rental services through cable and satellite services.

Blockbuster also operated in the USA, where it had gone bankrupt three years before, in 2010, but it was bought by a company called DISH and was relaunched as a postal DVD service. But again, in 2014, this service was closed. DISH retained the Blockbuster name and then launched Blockbuster On Demand which uses 'Sling TV' in the USA to allow customers to download films to their television. This service is only available in the USA.

### Check your knowledge

- 1 How could Porter's Five Forces Model have been used to explain to Blockbuster what was happening in the market?
- 2 What was the influence of the internet on business, in this instance, and how did it change the way the services were offered/business processes?
- 3 What could Blockbuster have done, if anything, to have avoided bankruptcy in the UK?
- 4 Carry out research on the internet to find information on the future of the rental film industry, the current competitors in the UK and what they can and should be doing to protect themselves internationally going into the future. Share three of your findings with your class.
- 5 Extend your thinking further by considering how this same situation could be applied to photograph printing and companies such as Bonus Print. Make a judgement about the extent to which you think companies must innovate and be creative to survive in the future.

**Unit 6  
(Double)  
Principles  
of  
Management**

**Prep Work:**

**Unit 6: Management & Leadership**

<https://www.youtube.com/watch?v=E4JTaw3VtxU>

**Unit 6 : Functions of Management & Leadership**

[https://www.youtube.com/watch?v=Z9FrcmLPIHs&list=PLn\\_E5B-Ddq3XxZZYW97xQtLyuE7FAdHUQ&index=3](https://www.youtube.com/watch?v=Z9FrcmLPIHs&list=PLn_E5B-Ddq3XxZZYW97xQtLyuE7FAdHUQ&index=3)

**Unit 6 Exam Prep** <https://www.youtube.com/watch?v=QZXx4afnYJ4>

**Unit 6: Business Culture** [https://www.youtube.com/watch?v=2KCau-h4DG4&list=PLn\\_E5B-Ddq3XxZZYW97xQtLyuE7FAdHUQ&index=4](https://www.youtube.com/watch?v=2KCau-h4DG4&list=PLn_E5B-Ddq3XxZZYW97xQtLyuE7FAdHUQ&index=4)

**Unit 6: Types of Management and Leadership Styles**

[https://www.youtube.com/watch?v=Ek0wafLe5do&list=PLn\\_E5B-Ddq3XxZZYW97xQtLyuE7FAdHUQ&index=5](https://www.youtube.com/watch?v=Ek0wafLe5do&list=PLn_E5B-Ddq3XxZZYW97xQtLyuE7FAdHUQ&index=5)

**Homework: Revision Guide Questions**

**Prep & Study Work**

**Assessment practice 6.1**

**A01**

'Pleated' is a small fashion business devoted to replicating vintage clothes. It is a partnership run by Matthew and Thula who ensure the staff know exactly what they are aiming for and that quality is paramount.

They value their staff and are willing to listen to their ideas especially when it comes to production, although they need to get the job done on time. The partners are flexible but do find they spend considerable time having to adapt to the workforce, rather than the other way round.

The partners are seeking some guidance about their roles and the functions of management and leadership, as they would like the workforce to be driven by them without being too bossy. Currently they believe they run a 'happy ship' and are concerned this could all change if they get it wrong.

Matthew and Thula want a presentation with some speaker notes and a handout for future reference. They want to understand the different definitions and functions of management and have asked for examples of different approaches in practice.

**Plan**

- What are you being asked to do?
- Have you read through the assessment outcome and highlighted or underlined key words in the activity?
- Can you prepare a timed action plan and build in a contingency to make sure you meet the deadline?
- Can you identify the resources and where to get the sources of information you will need?
- Have you sketched out a rough plan for your presentation?

**Do**

- Have you carried out enough research?
- Have you documented and kept all your sources for your bibliography?
- Can you provide lots of examples to explain concepts, benefits and disadvantages?
- Have you spent enough time on the content compared to the presentation?

**Review**

- How did it go?
- Did you manage to complete the objectives within the deadline comfortably?
- What would you change?
- What do you need to learn to understand better?

## Assessment practice 6.2

A01

A02

Parker-Jones is a medium-sized manufacturer of high-end jewellery. A 95-year-old family business, it has operated in the same way since inception, with the owner controlling all business matters.

MD Miles Parker-Jones, the current owner, is very fixed in his ways and is resistant to change within the company. The highly skilled workforce know there are quicker ways of carrying out some of the processes but find that their ideas are ignored. There are rumblings of dissatisfaction among employees, including the admin staff and their single sales executive.

Miles' son George has decided to seek advice about better ways of managing the workforce. George has asked you to put together a report which clearly describes the different management and leadership styles with examples of how they work in other business situations.

George is also interested in highlighting some of the skills that might indicate management training needs but overall wants a happy workforce and a continuing business.

### Plan

- Have you read through the brief and identified what you need to do and produce?
- Can you identify your sources and order any books you will need?
- Do you know the order you will undertake the task, and dates for review and completion?
- Can you find out about writing an executive summary – the tone you should use, its content and length?

### Do

- Can you provide examples of several different types of management and leadership styles and their relationship to business culture?
- Have you identified some suitable recommendations with your reasons for them?
- Have you read through your report very carefully to ensure there are no mistakes and the tone is right?
- Have you checked the report for any changes needed to layout, format and balance of paragraphs and headings to ensure it is professional and fit for purpose?
- Have you written your executive summary?

### Review

- How would you feel receiving your report if you were George or Miles?
- What would you do differently next time?
- What areas should you consider for your personal development, knowledge and skills?
- What did you find most rewarding?



## Case study

### Making its Mark

London's five-star Landmark Hotel wanted to increase employee engagement and to define a clear vision for the future direction of the business. They also wanted to increase guest satisfaction rates to make a sustainable business that was able to grow in a challenging and competitive market place.

Through assessment methods the Landmark London was able to obtain clear information about the true feelings and understanding of the business direction from team members at all levels. Working groups and taskforces were created throughout the hotel to focus on areas of the business that needed significant improvement.

By changing the management style and including all team members in business decisions, as well as empowering team members to take decisions for the good of the guests, the Landmark London can see a clear proactive approach to the targets within the business. The Landmark London has created a culture where team members want to take ownership and responsibility for their actions. Employees teach others how to exceed expectations and create memorable moments for each other and the guests.

The Landmark London drives their business from the front line. They empower front-line teams to make decisions and have their own input on the operations with the guidance of Management and Executive teams.

Their team members are often involved in various Task Forces and ad hoc projects that foster personal and career development.

The Landmark believes it is important to foster an environment based on strong values that describe their culture: trust, awareness, respect, recognition, engagement, individualism, consistency, belonging and security. These values are underpinned by rules and principles to help them achieve their mission: people, service, product, profit, technical skills and environment.

Each of the values and principles are designed to ensure all employees strive for continuous ways to improve the guest experience. Standard Operating Procedures (SOPs for short) are used to ensure consistency and quality and ensure that team members are trained for the job. The SOPs are a detailed explanation of how a policy is to be implemented and communicates who will perform the task, what materials are necessary, where the task

will take place, when the task shall be performed, and how the team member will execute the task. Each and every department within the hotel needs to follow a set of standards that are related to their functions.

As a result of the strategy, Landmark London's journey has highlighted its successes and areas for development. The process has allowed them to take positive actions to improve the business, through a cultural change and by engaging the workforce at all levels – listening and valuing everyone's contributions to the future of the business.

All staff have a personal development plan to ensure they receive the support and development required for career progression. The HR department is involved in what they describe as 'your journey' right from application. As staff are employed on different shifts and roles are variable, the website provides overviews of the responsibilities and duties attached to each role with the focus on both customer and employee satisfaction.

The Landmark London has seen significant improvements in various areas. Health and safety awareness has increased with the number of accidents throughout the hotel decreasing; guest satisfaction ratings have increased; mystery guest scores have improved, as have Trip Advisor ratings. They have achieved £35,000 savings, thanks to the rise in awareness and focused learning activity in teams, and increased their recycling of waste from 74 per cent to 86 per cent.

Source: <https://www.investorsinpeople.com/resources/case-studies/landmark-london> and [https://www.investorsinpeople.com/file/2309/download?token=M\\_yNqioJ](https://www.investorsinpeople.com/file/2309/download?token=M_yNqioJ), Investors in People

### Check your understanding

- 1 What part do HR play in Landmark London's success as a business?
- 2 How do HR engage with employees and applicants so they belong to business culture?
- 3 What are the values of the business and how do managers ensure they are practised?
- 4 What methods does Landmark London use to meet skills requirements?
- 5 What have been the benefits and impact from the HR strategy?

## Unit 4 (Double) Managing an Event

### Homework:

**Homework for this unit will be coursework write up to meet deadlines in line with the BTEC assessment calendar.**

### Prep & Study Work

## Research

Many business events now rely not only on physical facilities such as toilets or refreshments but also on digital facilities. The Brighton Digital Festival takes place annually and provides digital and virtual facilities. Research the facilities used at the 2015 festival and in previous years. How important do you think digital facilities are now? Provide reasons for your answer.

### PAUSE POINT

How might fundraising event arrangements be affected by the weather? What impact would this have on event planning?

#### Hint

Compare organising the event in June with organising it in December.

#### Extend

Give a judgement on the best time to organise an outside fundraising event and other influences that might affect it.

## Case study

### Norfolk Network

Norfolk Network brings together different enterprises throughout the whole of Norfolk into a membership community. The network was set up to bring together business people throughout Norfolk with the purpose of satisfying five strategic objectives:

- to stimulate, champion and circulate the stories coming out of the Norfolk innovation community
- to facilitate intelligent introductions and recommendations
- to grow the existing knowledge base
- to remain as the 'go-to' authority on what is happening in the SME innovation community in Norfolk
- to nurture emerging talent.

The network regularly holds events that are free for its members and also for the wider business community.

Go to their website [www.norfolknetwork.com](http://www.norfolknetwork.com) and then check your knowledge.

The programmes for these events are important to ensure that they have the right focus for those who may wish to attend and that they are attracting the right people.

#### Check your knowledge

- 1 Why do you think Norfolk Network holds free events?
- 2 What are the advantages of holding free events?
- 3 Are there any potential disadvantages?
- 4 Carry out research on the internet to find free events that are happening in your area. In small groups, consider why these organisations are holding these events.

## Assessment practice 4.1

A.P1 A.P2 A.M1 A.D1

As an events assistant for a local hotel chain, you must show your manager that you understand what skills an event planner requires. To do this, you will write a report describing the event organiser role and the skills needed to be an effective events planner.

You have also been asked to assess your own skills against the skills that you have learned about in this unit. Prepare a report that considers the skills that you have already developed on your BTEC National course with those required by an event manager.

Prepare a detailed skills audit showing your existing skills and prepare a list of the types of skills that are required by an event organiser in the hotel industry.

Compare the sets of skills. Explain in detail the skills that you already have and those you need to develop. Analyse your own skills compared to those required by an events planner and develop plans for any areas where you need to improve. Justify fully how your skills match those of an event organiser and your plans for improvement.

### Plan

- I will review skills audit definition and categories associated with it.
- I will research what skills an event manager requires.
- I will find different sources from which to do my research.
- I know my deadlines.

### Do

- I will review different types of skills audit.
- I have a deadline for my first draft.
- I will reference the website and research material that I have used.
- I will check that I have kept to your interim targets.

### Review

- I evaluated the production and presentation of the skills audit.
- I checked the accuracy of my spelling and grammar.
- I know what I would do differently next time to make sure that I improve in future assignments.

<b>Unit 15 (Double) Investigating Retail Business</b>	<p><b>Homework:</b></p> <p><b><i>Homework for this unit will be coursework write up to meet deadlines in line with the BTEC assessment calendar.</i></b></p> <p><b>Prep Research Task:</b></p> <p><b><i>Identify and visit 2 local, contrasting retail centres. You need to identify the location, size and target market. You also need to research footfall, number of stores and store size. List the different stores and the categories they fall into. Then analyse how this retail centre provides job roles and progression to the local community.</i></b></p>