

Welcome to Cambridge Technical Business Extended Certificate

Included in this pack are:

- a. Three worksheet activities
- b. Task one of assignment one

In year 12, students will cover two mandatory units: Unit 1 - The Business Environment and Unit 4 - Customers and Communication

Unit 1 Introduction

Learners new to the studying of business will already be familiar with organisations through having dealt with them as customers or employees. One of the aims of this unit is to help learners to build on these experiences and learn to “walk the shoes” of owners, stakeholders and managers of organisations.

The unit introduces learners to a range of business activities. They will consider the purposes of different organisation and the influence of stakeholders and how businesses organise themselves through strategic planning and organisational structures.

Learners will then explore the dynamic nature of organisations through studying the impact of external (political, legal and social) influences on business operations.

Next they will study the fundamental economic principles that impact on business.

By studying two different business environments learners will gain some insight into how businesses operate in different parts of the world and how the development of a global marketplace impacts on all businesses.

In preparation for your start in year 12 ☺, this pack has been put together to give you a taster of a unit of study.

TASK

Completing the attached worksheet activities will give you the skills and knowledge to complete an element to Unit 1 which will enable you would meet the first “pass” criteria.

We look forward to seeing you in September!



Worksheet 1.1.1

Business scale

Businesses differ in size and purpose, but also in scale. Some larger businesses operate all over the world (for example, McDonald's). However, the majority of businesses in the UK operate on a local scale, serving the people in a local area.

Fill in the table below with the correct scale for each of the businesses given.

Business	Scale: local, national, international or global?
Microsoft	
Duke Maintenance	
Abercrombie and Fitch	
Shell	
Tesco	
Nando's	
Fiat	
Nestlé	
Coca-Cola	
Love Film	
Boots	
Lloyds TSB	
Puma	
Evian	
1-2-1 Taxis	

Worksheet 1.1.2

In the UK, businesses operate in all kinds of industries, from retail to education, selling products from iPads to Blu-Tack. It is crucial to understand which sector a business operates within. Organisations can be classified into public or private sector, and into primary, secondary or tertiary sector.

Fill in the table below to show whether each organisation is public or private sector.

Organisation	Sector – public or private?
Dell	
Great Ormond Street Hospital	
Asda	
Divine Chocolate	
NHS	
Royal Mail	
The Co-operative	
Nottingham Trent University	

Fill in the table below to show whether each organisation is in the primary, secondary or tertiary sector.

Organisatoin	Sector – primary, secondary or tertiary?
H. Dean physiotherapy centre	
Harrods	
Orange and T-Mobile	
Malson Nursery and Play Day Centre	
Burlington bottling factory	
Godstone Farm	
Toshiba	
Benchmark Furniture Design and Build	
BP oil rig, Atlantic Ocean	
Toyota manufacturing plant	
Top Man/Top Shop	
Nokia	
PC World	

Worksheet 1.1.3

Understanding the difference between goods and services is critically important to achieving P1.

1. In the table below, indicate whether each item is a good or a service.

Item	Goods or services?	Item	Goods or services?
Talk to Frank		<i>Lord of the Rings</i> Blu-ray box set	
Bar of Divine chocolate		Personal shopper at Harrods	
Haircut at Toni and Guy		Red Letter Days	
Ugg Boots		Car wash	
Nike World Cup boots		iPad	

2. Companies such as Tesco and Apple are very clear about their aims and objectives, publishing them on their websites.

Link each aim on the right with the most appropriate company on the left. In the empty box, write an appropriate aim for the organisation that is left over.

Tesco	Increase market share by 3 per cent, increasing its customer base
Divine chocolate	Increase the number of orphans who receive a present at Christmas time by 5 per cent
'Love in a Box' charity	Increase sales of its own clothing range by 12 per cent
Sky	Aim:

Assignment brief

Qualification	CAMBRIDGE TECHNICAL EXTENDED CERTIFICATE
Unit number and title	Unit 1 The Business Environment
Assessor name	MR. S. MURPHY
Date issued	
Hand in deadline	

Assignment title	Two Businesses on our Doorstep
Purpose of this assignment to: allow you to demonstrate your knowledge of the range of different businesses and their ownership; develop your research skills and analyse and evaluate the internal organisation of businesses;	
Scenario You work as a junior journalist for the local newspaper which is planning to run a feature article on local businesses.	
Task 1a P1 You will have to choose two real businesses to investigate. They need to be very different, e.g. a large international business (such as Apple) which makes a profit, compared to a small business (such as a local charity) which is in business not to make a profit. Make sure that the businesses you choose will give you enough information to work with for the task. This could be through: <ul style="list-style-type: none">• research on the internet• interviewing relevant people from the organisations• observations done during a visit to their premises. <i>Your task is to write a detailed presentation about each business. Start with a brief introduction to each business. Include a section on each of your businesses using the following headings:</i>	
Type of business <ul style="list-style-type: none">• Explain whether it is local, national, international or global.• Explain whether it is in the private, public, not-for-profit or voluntary sector.	
Purpose <ul style="list-style-type: none">• What products or services does the organisation supply? How does this differ between the two organisations?• What sector is the organisation in – primary, secondary or tertiary?• What are the aims and objectives of each of the organisations?	
Ownership <ul style="list-style-type: none">• What type of business ownership is it – e.g. plc, sole trader, Ltd?• What are the advantages and disadvantages of this type of ownership? Describe at least two advantages and two disadvantages.• What type of liability does each one have? Is this risky?	
Criteria: Describe the type of business, purpose and ownership of two contrasting organisations. (P1)	