

Introduction to Key Stage 5 Business



Below are a variety of tasks for you to introduce yourself to the main aspects of the college business courses. Each one should take 1 – 2 hours. You can contact the course leader Mr Sutton at Birchwood College if you want some further guidance if you need to dsutton@birchwoodhigh.org

At Birchwood we have used BTEC Enterprise First Award in years 10 and 11. We do not presume that you have completed a business course at Key Stage 4 or expect you to be familiar with the material.

Here are a few tasks to get you ready for the business course

Task 1 – Stakeholders

This is a term that is used in the news a lot. Our definition of a stakeholder – **a group of people or individual which is affected by the performance of a business organisation.**

There are many stakeholders affected by business operations and your task is to describe just in one or two sentences what the stakeholders will want from the business.



You should base this on a business to give it a focus. This is especially important considering the economic shutdown following Covid-19

If you are not sure what the stakeholder example is then just look that up on the internet to find out

Examples you could use - Easyjet, John Lewis Partnership, J D Wetherspoons, McDonalds, Tesco, PureGym

Business I have chosen to focus on		
Stakeholder	What do you think they want from the business?	
Owners		
Employees		
Suppliers		
Bank lending money to the business		
The UK Government		
Community close to the business' locations		
Creditors		

Task 2 – Research a large manufacturer

For this task you should watch an episode of ‘Inside the Factory’ many of which are available on BBC iPlayer or on You Tube.

Another TV programme that you could use is ‘How to Build’ which reports on building premium British vehicles and is available on All4, the channel 4 catch up service.

The aim of this task is to help you understand the different job roles that go to making a large factory successful



Identify different job roles and attempt to explain what they do. You can extend this by doing some research to find out what a typical person in that job role would earn using a website such as www.prospects.ac.uk

Use a table like this to summarise your research

Name of Business	
Job title or department	Typical tasks and salary



Task 3 – Economic shutdown – what does it mean for businesses

With many people not working and social distancing every business will need to adapt in some way to survive and be successful in the future.

Find an example of how two different businesses have been affected by the shutdown and summarise the impact. For this you can use newspaper websites and bbc business pages.



A brief outline of what you can do

- What is the business name?
- What do they sell?
- How have they been affected – number of employees, income, customers
- Any information about how the business has adapted during the lockdown
- Any information about what the next steps will be



Task 4 - investigate an entrepreneur of your choice.

This could be someone you already know or could be the leader of a successful business or organisation that you think is particularly interesting.

Produce a 300-500 word report on your chosen entrepreneur that explains

Title – name and businesses or industry they are associated with

Their personal background

Their area of specialisation or expertise

Their reason/s for going into business

How they got started

How they have been innovative

The obstacles they have overcome or lucky breaks they have experienced

The personal characteristics that made them successful

Finish by explaining what it is about your chosen entrepreneur that appeals to you. If you like, you can describe the ways in which you are similar or different to them. Be prepared to answer questions about them in your first Business Studies session. If you are not sure where to begin, have a look at the profiles of successful entrepreneurs on these websites.

<http://startups.co.uk/how-they-grew/>

<http://www.businesszone.co.uk/topic/business-profiles>

