

Unit 1: Exploring Business

This unit is an introduction to business and gets you to grips with the basics.

For this task, you need to research and choose a fast-growing business/ successful business. To demonstrate your creativity do not select anything obvious e.g. Tesco's, McDonalds!

In your fact file you need to include the following:

1. The nature of the business idea and how it is unique/ successful
2. Who started the business & how their idea came about? What characteristics does this person have that have contributed to their success?
3. What form of ownership does the business have? Do they have limited/unlimited liability?
4. How many employees do they have? What is their annual sales revenue? What does this information tell you about the size of the business?
5. Where the business is located and why? Is it local/national/international/global?
6. Finally, please include a list of all the sources you have used, and a brief comment evaluating which were most/least useful/reliable and why.

Unit 2: Developing a Marketing Campaign

This unit is all about developing a marketing campaign that will be suitable for a specific business and will attract the target audience.

For this task, you are put into the shoes of a marketer during this tough time for businesses around the world 🌐

You need to choose a brand of your choice and need to make a social distancing advertisement for the brand (see examples below for inspiration). Make sure you pay careful consideration to the key elements of their brand in previous adverts and on their website and social media pages, for example – colour scheme, image (luxury, cheap, global, local), font shape and size, product included in the advert and use of celebrities.



**IF YOU EVER DREAMED OF PLAYING
FOR MILLIONS AROUND THE WORLD,**

NOW IS YOUR CHANCE.

Play inside, play for the world.



Unit 3: Personal and business finance

This unit looks at personal finance (managing your own money) and business finance (cash flow, profits, break even etc.)

For this task, we are going to focus on personal finance. Read the news story on this link and answer the questions:

<https://www.fool.co.uk/mywallethero/your-money/learn/the-4-worst-types-of-debt-to-have/>

1. Rank the 4 worst types of debt from biggest impact to least impact, giving reasons for your decisions
2. Explain the impact you think that unmanageable debt would have on people (both as an individual and as a part of a family). Consider the impact on their daily lives, their ability to borrow money in the future, their mental health, their physical health and their ability to keep themselves safe.
3. Research what organisations are available to help people who get into unmanageable debt. Explain what options are available from each organisation.
4. Discuss what role you feel the government should have to play in helping people who get into situations where they have unmanageable debt.

Unit 8: Recruitment and Selection

This unit is about how businesses find and select the right people to work for them. It is a practical unit where you have to create several documents and also take part in interviews as the interviewer and the interviewee.

Your task is to:

1. Find a job that you would be able to apply for now, once you have your GCSE results and take a screenshot of it
2. Create a CV that you could use to give to the employer when applying for the job (there are templates online and on Word that you can use)
3. Create a list of suitable interview questions that you think the employer would ask to get the right person for the job
4. Add your answers to each question