

# **Progression - Applied Business**

## **OCR Cambridge Technical Certificate**

### **and Foundation Diploma**

#### **Contents:**

- i. The basics and the expectations
- ii. The companies you really should know
- iii. The reading list for the summer
- iv. The writing styles
- v. The project and final pieces!

## **i. The basics and expectations**

*Hopefully you have chosen Business as you have an interest in a subject which affects your everyday lives. With that in mind, let's begin...*

**The basics:** Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take Brexit for example, do you view that as a positive or a negative?

There will be some key terms you should know from your GCSE course, however, if you are new to Business or have enjoyed a busy summer, these are the terms you should be familiar with.

### **Task1 – to be completed by September**

Spend some time finding them out and create a glossary to help you prepare.

Use: [www.tutor2u.com](http://www.tutor2u.com) to help

| <b>Easy Key Term</b>             | <b>Challenging Terms</b>               |
|----------------------------------|--|
| Revenue (define, formula)        | Inflation                              |
| Profit (define, formula)         | Interest rates                         |
| Variable costs (define, formula) | Profit margin                          |
| Contribution per unit (formula)  | Qualitative & quantitative data        |
| Break even (define, formula)     | Working capital                        |
| LTD                              | Labour turnover (define, formula)      |
| PLC                              | Capacity utilisation (define, formula) |
| Unlimited liability              | Outsourcing                            |
| Limited liability                | Corporate Social Responsibility        |
| Exchange rate                    | Trading Bloc                           |

That should have given you plenty to think about. These terms will be integral in your understanding of business.

### **The expectations**

Business is a subject that continues to change, it is a forward looking subject. It is a subject that requires writing in context. You cannot rely only on your textbook. To be successful you will need to show:

- 1. Awareness of business in the real world via media news sources*
- 2. An ability to conduct independent research*
- 3. Show logical chains of argument. Don't jump steps, link them in your answers*

## ii. The companies you really should know!

In your internally assessed units your assignment will mainly be based on actual businesses. In the examined units these could be based on a range of real businesses or business scenarios. Some of the big multinationals will provide you with a starting point to help with your business course. Become familiar with these companies, they will help you contextualise your answers.

### Task 2 – Optional

Find out about the 'legal ownership' types (eg Ltd/PLC/franchise etc) of these companies listed below



### iii. The reading list for the summer

One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done at the beach, in a café, your room, laying in a park, waiting at an airport-literally anywhere! The question is what to read....

### Task 3 – To be completed by September

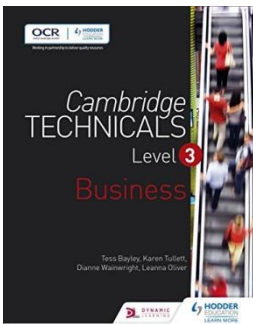
Have a look at some of the news sites and start following some business stories.

#### APPS for Business



#### News websites for Business

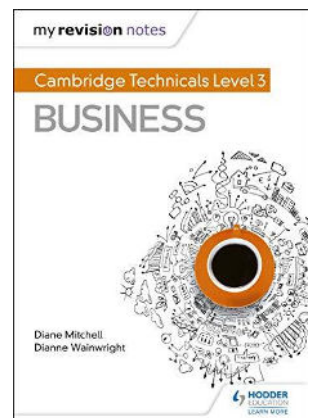
1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: <https://www.independent.co.uk>
3. The FT: <https://www.ft.com>
4. Reuters: <https://www.reuters.com/>



#### Business Books

Your course allocated textbook will be available digitally and can be used for free once you start at college. You can buy a copy if you wish. There is also a revision guide for the examined units.

- Cambridge Technicals Level 3 Business (2016) by Tess Bayley, Karen Tullett et al
- My revision notes Cambridge Technicals Level 3 Business by Dianne Wainwright & Diane Mitchell



### Task 4 – Optional

Supplement your reading with a business, one of those below may be of interest. The bold ones are easier reads!

|  |                  |                |
|--|------------------|----------------|
| <b>Building Strong Brands</b>  | Aaker, David     | 978-1849830409 |
| <i>The Idea in You: How to Find It, Build It, and Change Your Life</i>                                       | Amor, Martin     | 978-0241971390 |
| <b>Screw It, Let's Do It: Lessons In Life</b>  | Branson, Richard | 978-0753510995 |
| <i>The 7 Habits of Highly Effective People</i>   | Covey, Stephen   | 978-0684858395 |
| <i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i>                      | Earley, John     | 978-1119096191 |
| <i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i> | Ferriss, Timothy | 978-1785041273 |

|  |                             |                |
|--|-----------------------------|----------------|
| <i>Think and Grow Rich</i>   | Hill, Napoleon              | 978-1934451359 |
| <b><i>Legacy: New Zealand All Blacks</i></b>                         | Kerr, James                 | 978-1472103536 |
| <i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>        | Martinez,<br>Antonio Garcia | 978-1785034558 |
| <b><i>The Everything Store: Jeff Bezos and the Age of Amazon</i></b> | Stone, Brad                 | 978-0552167833 |

You could also read the autobiography of a business person such as Lord Sugar or Howard Schultz (Starbucks)

#### **iv. The writing styles**

The style of writing at level 3 is a development of the writing style needed at GCSE. The main requirements across the awarding bodies are:

- 1) Knowledge (know your definitions and theory)
- 2) Application (this is a big one for context of the case studies and extracts)
- 3) Analysis (show logical thinking and arguments. Consider why you raised the point)
- 4) Evaluation (bringing it all together, forming a judgement, showing reasoning and answering the question)

Each exam board will provide you with a good understanding of what is needed for each. You can find these in the specifications, also look at example answers and mark schemes to see what is needed!

#### **Writing styles**

Tutor2u: Tutor2u recommend a style of writing called PeCAN PiE, you can watch a video on this here: <https://www.tutor2u.net/business/reference/effective-paragraph-technique-pecan-pie>

#### **Writing style examples**

The following is a made-up question and two short example answers. See if you can tell where balance and context are applied.

*Q. Boeing manufacture some of the world's largest passenger airplanes. Management are currently looking to reduce costs by purchasing cheaper engines and materials to manufacture the planes. Assess the impact of this strategy on Boeing.*

#### **Example one**

*If they decide to buy cheaper things for making their products this will mean the company is spending less and their costs will be lower. This will be a good thing as their profits will increase which will make shareholders happy.*

#### **Example two**

*If Boeing decide to purchase cheaper engines and materials for their planes, this will result in a lowering of their manufacturing costs, possibly allowing them to reduce their prices, which may make them more attractive than main rivals Airbus. This could result in more orders from British Airways or Virgin Atlantic. However, using cheaper engines and parts could have disastrous effects for Boeing. If an accident occurred and it was the fault of Boeing and cheaper parts/manufacturing, then Boeings brand image would be significantly damaged resulting in long term consequences for the firm.*

*Where did you see context and balance?*

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# *The Summer Project*

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## **Task 5 – to be completed by September**

- 1) Choose 3 companies from the list provided on page 3. Create a fact file on each of the companies. The fact file should not be longer than two pages of A4 or 10 slides for each business and contain the following:
  - a. Who they are and what they do?
  - b. Key financial information on them
  - c. Their ownership type
  - d. Recent news articles on the company over the past 12 – 18 months
  - e. Their plans for the future (pick out two elements from their annual report)
  - f. Their two major competitors and why

## **Task 6 – to be completed by September**

- 2) Download the awarding body specifications for OCR Unit 1. This is a compulsory examined unit which you will sit in January. Use the link below.  
<https://www.ocr.org.uk/Images/294523-the-business-environment.pdf>

Look through the specification, it can be a real help in understanding your forthcoming course.

Enjoy and most of all embrace Business as a diverse topic that isn't always about making the most revenue and profit (although that is a pretty good answer for most of the questions...)

**Good luck!! 😊**

Have a well-deserved break, top up on folders, file dividers, stationery, key terms cards, pens, highlighters

**You will also need a memory stick to save your assignment work**