

SUBJECT: Business

RIVERS TRANSITION CHALLENGE 2024

Course details: Exam board Pearson

Qualification: Extended Certificate in Business

Minimum entry requirement is: GCSE Maths and English Grade 4

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**Course Outline**

The business course has four units. They are:

* Unit 1 - Exploring a Business – in this unit you will need to learn the purposes of different businesses, their structure, the effect of external environment and how a business must be dynamic and innovative to survive. The unit will enable you to see how a business can be successful with the correct ingredients, how a business is organised, show you that communication is key along with the environmental characteristics. This unit is an internal unit and will be assessed by your teacher, and the exam board will moderate a sample.
* Unit 2 - Developing a Marketing Campaign – in this unit you will need to learn about the 7 Ps of marketing, as well as the aims of specific marketing campaigns whilst considering the budget and timescales of campaigns. In an externally assessed assignment (in an exam with computer access) you will need to apply this learning to a specific business as well as research the market that the business operates in.
* Unit 3 - Personal and Business Finance – this unit enables you to learn about personal as well as business finance, introduces you to accounting and requires you to evaluate financial sources for a specific business situation. For this unit, you will sit an external written examination.
* Unit 8 – Recruitment and selection – this unit lets you explore how the recruitment process is carried out in a business. The unit gives you the opportunity to participate in selection interviews and review interview performance, as well as planning all of the steps of a recruitment process. The unit is an internal unit and will be assessed by your teacher, and the exam board will moderate a sample.

As well as this business knowledge you will need to be able to use IT effectively. Skills you will use and develop are:

* Internet research – being discerning, selective and sourcing correctly
* Word processing – your coursework will need to be presented using a computer. Being able to use word processing software quickly and in a professional manner will be important
* Spreadsheets – you will need to be able to enter data and use spreadsheet skills to create visual ways of representing this data
* Referencing sources – this must be done using the Harvard referencing. bhttps://www.ukessays.com/referencing/harvard/

YOUR 1st CHALLENGE:

**Halo Top**

Product launch - Halo Top It has 706,000 Facebook friends and 593,000 Instagram followers; but Unilever hates it. It’s Halo Top, an American dairy free ‘ice cream’ that comes in 25 flavours and contains between 240 and 360 calories per pint. Unilever’s Ben & Jerry’s Phish Food, by comparison, contains 1,350 calories. No wonder Halo Top has grown from nothing to a 5% share of the enormous US market for ice cream. And was coming to the UK in January 2018. Halo Top achieved its dynamic growth in America based on a social media strategy.

It used a David & Goliath story to sell the product – exactly as Ben & Jerry once did (before ice cream multinational Unilever bought up the business). In other words, Halo Top was presented as the small, brave newcomer to a market dominated by giant brands. According to secondary research company Mintel: ‘The

combination of added protein, calorie count prominently displayed and shrewd use of social media struck a chord with young Americans, overturning the assumption that health and nutrition had no place in the ice cream chiller’. In the UK, sales of ice cream have been quite static in recent years, with little change in a market size of around £920 million. Yet ‘Free-from’ foods have been the grocery market’s stars, with growth rates of 20 – 25% a year. Now Halo Top may bring the same dynamism to the UK ice cream market. For Unilever, which has a 50% share of the UK ice cream market with brands such as Walls and Ben & Jerry’s, Halo Top will have to be taken seriously. In growing from zero to $50 million of sales in America, Halo Top has proven that it could be very serious competition in the UK. A multi-billion pound business such as Unilever does not sit back and allow newcomers an easy ride; it wants to dominate the competitive environment.

1. Outline one way in which Unilever may try to weaken its new competitor, Halo Top.

2. Discuss the impact of competition on decision making for the owner of a small business.

3. Evaluate whether Halo Top is likely to be a success. Use the information provided as well as your knowledge of business.

**2 hours**

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YOUR 2nd CHALLENGE **– External Factors**

Business is a fascinating subject that impacts all of us in some way or another every single

day. Particularly at the moment, businesses themselves are facing a very difficult time due

to external influences including BREXIT and the Covid-19 worldwide pandemic.

Research the impact of **BREXIT and Covid-19** on different types of businesses.

Choose at least **one local, one national and one international** business and explore how they have been affected by these two external influences. After you have written a detailed

explanation, you are then required to **describe** and **analyse** the ways in which these

businesses have responded to the events.

What might be the **short, medium and long term effects** of any decisions they have made?

Finally, what would you **recommend** to help protect against future uncertainty and

situations that could help prepare these businesses better?

Your work should be presented in a **report format** and include a **range of sources and**

**references** to support your arguments.

Below are some useful resources from Tutor2u to help you.

<https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>

<https://www.tutor2u.net/economics/reference/brexit>

**2 hours**

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YOUR LAST CHALLENGE



1 hour

HOW DO I HAND IN:

Your work bring your work to your first Business lesson in September so that it can be assessed and marked accordingly.

HOW AM I GRADED DURING YEAR 12 and 13?

You are graded using Level 3 Distinction, Merit, Pass, Near Pass, or U. Level 3 is a big jump and so you will need to spend significant time learning the concepts and techniques and refining your writing.

We would expect new students to any course to be sitting at the bottom of the grading structure towards the beginning of Year 12 but there are certain activities that you will be familiar with and will do better with even though it's just the start of the course. Please don't worry if you receive U grades or Pass grades on your first assignment.­­ Where there is major concern, we will ring your parents and carers throughout the year to be able to speak to them and you about how to provide support or the suitability of the course.

WHAT IF I GET STUCK?

Then email us! Our emails are in the title of this sheet or write on the thread in our classroom, we know some things are tricky and are here to help!

WHAT IF I MISS A DEADLINE OR DON’T HAVE IT?

You must speak to us in advance if you are going to miss a deadline. We know people are sick, and sometimes we have other commitments but usually work that isn’t complete is down to students waiting until the last minute and then not having enough time to understand or complete the task.

If you email us in advance, we can support you. If you just miss the deadline, you are risking your course offer as you may not be suitable for the course. It is a big jump from Key Stage 4 to 5, but we also don’t want to sign a student up for a two year course if they aren’t going to be successful.

WIDER READING/ACTIVITIES TO KEEP YOU BUSY IN THE SUMMER



You Tube has some great videos. We’d recommend looking for the following first:

* Tutor2u
* Two teachers
* Taking the biz
* Bizconsesh
* Time2resources