

**Year 12 Certificate in Applied Business**

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### **The Perfect L3 Applied Business Student?**

### List 10 skills or qualities that you will need to demonstrate to be ‘the perfect vocational student’.

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| --- |
| 1 |
| 2 |
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| 10 |

The AQA Certificate in Applied Business course you are about to embark on will enable you to discover different ways of studying and learning. For example:

#### Teaching and Learning styles

* Research Projects
* Independent study/reading
* Extended writing

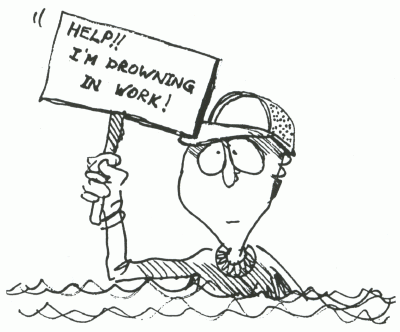
To get you in the habit, choose one of the above and come back in September with an example of how you have done it. For example, research something that you are interested in.

Below, explain in more than 100 words what you are going to do.

#### **Organisation is the Key to Good Study Skills**

**How to be organised:**

* Number and date all of your notes and handouts to keep them in order.
* Use a folder and file dividers to separate each unit for coursework.
* Take responsibility for catching up if you miss a lesson due to illness. Find the resources that you missed and also photocopy a friend’s written notes.
* Check the relevant section in each topic and make extra concise notes if it improves your understanding. If you don’t feel confident about a particular area, consult your teacher. Never be afraid to ask for help if you don’t understand.
* Always come prepared to class, bringing course handbook, writing equipment, class notes from previous lessons, diaries etc.
* If at any point you feel overwhelmed by the work – call for help – wave – don’t drown!

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Watch this video:

<https://www.youtube.com/watch?v=Nk2MBb96RJo>

Over the summer, start thinking about how you will implement these Top 10 Tips and ensure that you have but everything you need in place for September.

Below write down the 3 you most need to focus on:

1.

2.

3.

**Assignment Action Plan Proforma**

Before starting each new assignment it is important that you think carefully about how you will complete your work to the highest standard you can, whilst always meeting the given deadlines. Answer the following questions – use the answers as a guide.

|  |  |
| --- | --- |
| In summary, what do I need to do for each task? Talk about each individual task. |  |
| When do you plan to start the tasks for this assignment? |  |
| When do you plan to finish each of the tasks? |  |
| Are there any words you don’t understand from your assignment brief or from the lessons? |  |
| How often will you review your work with your tutor? |  |
| What is your final deadline? |  |
| How will you check your work is written well and is accurate? |  |

Over the summer, fill in this action plan for Assignment 1, Task 1 Unit 2: Business Dynamics, as if this was the real thing. Good habits lead to success and getting used to planning this out will really help.

**Key Words in Vocational Assignments!**

Understanding the command words for different levels is vitally important for success. Below are sample words that may be used in assignments for the different levels. Fill in the definition of these words on the right-hand side on the table for Pass, Merit and Distinction.

**Key Words for a Pass**

|  |  |
| --- | --- |
| **Outline** |  |
| **Identify** |  |
| **Collect** |  |
| **Produce** |  |
| **Describe** |  |

**Key Words for a Merit**

|  |  |
| --- | --- |
| **Analyse** |  |
| **Explain** |  |

**Key Words for a Distinction**

|  |  |
| --- | --- |
| **Evaluate** |  |
| **Justify** |  |
| **Judge** |  |
| **Recommend** |  |

**UNIT 2: BUSINESS DYNAMICS, ASSIGNMENT 1, TASK 1**

**Scenario:**

Merlin Entertainments (<http://www.merlinentertainments.biz/>) is a multinational business with an annual turnover of £1 249 million in 2014 (<http://www.merlinentertainments.biz/income-statement>). As a PLC, its shares are traded on the London stock exchange. In 2015, Merlin Entertainments was the largest European entertainments company and had 110 attractions in 23 countries (<http://www.merlinentertainments.biz/brands>):

• Theme parks including Alton Towers, Thorpe Park and Chessington World of Adventures

• ‘Midway Attractions’ including Madame Tussauds, Sea Life and The Dungeons

• Legoland resorts based around the world including the UK, Germany, USA and Malaysia

Merlin Entertainments is a large business and you will have to consider the area that you focus on when investigating its **business advantages** (PO2). You could, for example, focus on Thorpe Park for tasks 2 and 3, and Legoland for task 4.

**Evidence required for assignment 1**

• **Understand business organisation (PO1)**

* Completed template on factors affecting Merlin Entertainment’s form of ownership and organisation of functional activities (Task 1 – write up guide time of 1 hour)

• **Investigate business advantages (PO2)**

* Completed template analysing the effectiveness of Merlin Entertainment’s recruitment methods (Task 2 – write up guide time of 1 hour)
* Completed organisational ‘health check’ template, evaluating the suitability of Merlin

Entertainment’s organisational type (Task 3 – write up guide time of 1 ½ hours)

* Completed template evaluating the extent to which Merlin Entertainments holds a competitive advantage (Task 4 – write up guide time of 1 ½ hours)

**Activities: Understand business organisation (PO1): Task 1**

Your initial task requires you to investigate the vision, aims, form of ownership and organisation of Merlin Entertainments. You will need to carry out secondary research, for example using information from its annual reports and its careers website (<http://www.merlincareers.com/working-for-us>), in order to investigate these areas. For this task, you should consider Merlin Entertainments **as a whole**, rather than focus on individual brands (e.g. Alton Towers).

You’re required to:

* Complete a business organisation template, which:
  + Outlines **two** market opportunities for Merlin Entertainments and the benefits to it of using vision statements and aims
  + Describes Merlin Entertainments’ form of ownership, the interests of **four** of its stakeholder groups, and explains how **two** factors have determined its form of ownership
  + Outlines the organisation of Merlin Entertainment’s functional activities and explains how **two** factors have affected this
* Use the information above, the enclosed templates and WAGOLLL (What a good one looks like), to complete task 1 as a real piece of Applied Business work to hand in and be marked in September.

|  |  |
| --- | --- |
| **Market opportunities for Merlin Entertainments** | **Outline of benefits to Merlin Entertainments of using visions statements and aims** |
| Market opportunity 1 | Vision statements |
| Market opportunity 2 | Aims |

|  |  |
| --- | --- |
| **Merlin Entertainments’ form of ownership and interests of four stakeholders** | **Explanation of factors determining Merlin Entertainments’ form of ownership** |
| Form of ownership | Factor 1  Factor 2 |
| Stakeholder 1 and interests |
| Stakeholder 2 and interests |
| Stakeholder 3 and interests |
| Stakeholder 4 and interests |

|  |  |
| --- | --- |
| **Outline of the organisation of Merlin Entertainments’ functional activities** | **Explanation of factors affecting the organisation of Merlin Entertainments’ functional activities** |
|  | Factor 1 |
| Factor 2 |

