

Business: Summer Tasks

Introduction

If you have opted, or are thinking of opting to study Applied Business, it is very important that you are clear about what the subject will involve, that you have an interest in the subject and that you are fully committed to your choices.

Consequently, as a way of preparing you to start to think more seriously about these issues, you will be required to complete a few short **'Summer Tasks,'** which you will submit to your classroom teacher, during the first lesson when you return in September 2015.

The tasks have been set to;

- Confirm your commitment and interest in your chosen subject
- To help you start to gather information that will serve you in the work that you will do on your course

Summer Task for Applied Business (AQA)

Task 1

- a) Focus your attention on a business that you are familiar with or interested in. This will likely be based locally, but should ideally be a medium to large sized business. It might help if the business that you focus on is somewhere that a relative or a friend works.
- b) An example might be Marks & Spencer (M&S), a large organisation with outlets locally (<http://www.marksandspencer.com/>), but try to choose a business that you think not everybody else will choose (be original) – **let me know your choice before the summer so I can check that there is no duplication** (i.e. everyone picking the same business).

Task 2

- a) Provide some background information on the business that you have chosen, focusing on such things as;
 - The name of the business
 - Its location (show this on an annotated map)
 - How many people work there (locally)
 - What sorts of goods and services your business sells
 - What market segment are its goods and services aimed at? (What age? What gender? What income group?)
 - What is the businesses 'mission statement?'
 - What is the businesses annual turnover? (How much money does it make annually?)
 - How has the business been performing in recent years? (Look at the last five years)
 - Who are this businesses major competitors?
 - How does this business compete with its rivals?

Also, provide any other background information that you think might be relevant and interesting.

Task 3

- a) Find out what is meant by an 'organisational chart,' and see if you can find out what one looks like for your business.
- b) Find out what is meant by a job description and a person specification.
- c) Find job descriptions and person specifications for the following key roles in your business;
 - A manager
 - A supervisor
 - An employee (shop floor worker)

Present your findings in the form of an A4 report (but keep an electronic copy), printed in colour if possible. You may like to supplement your findings with a short PowerPoint presentation.

Deadline: First subject lesson in WB 31 August 2015.