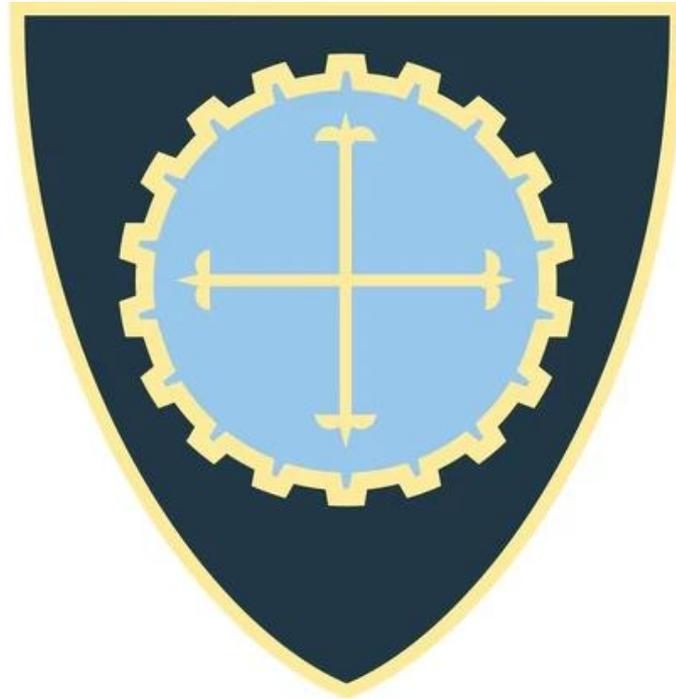


# **Business Studies Gap task booklet**



**GUISELEY  
SCHOOL**

**Student name:**

This booklet contains clear information about starting this CTEC course. Please read it carefully before September starts.

Complete all the tasks set in this booklet before beginning your CTEC Level 3 in Business course in September.

Before joining the course officially, this book must be totally complete and handed in on your first day at Guiseley 6<sup>th</sup> form.

# CAMBRIDGE TECHNICALS IN BUSINESS



## ABOUT CAMBRIDGE TECHNICALS

Cambridge Technicals are vocational qualifications at Level 2 and Level 3 for students **aged 16+**. They're designed with the workplace and progression to higher education in mind and provide a high-quality alternative to A Levels at level 3. Qualifications at levels 2 and 3 have a mixture of internal and external assessments and centres are allocated a visiting moderator.

## KEY INFORMATION

### **SPECIFICATION CODES:**

Business Level 3 (2016) Certificate/Extended Certificate/  
Foundation Diploma/Diploma/Extended Diploma –  
05834 to 05837, 05878

Business Level 3 (2012) Certificate/Introductory Diploma/  
Subsidiary Diploma/Diploma/Extended Diploma –  
05327, 05329, 05332, 05335, 05338

### **PERFORMANCE POINTS:**

All Business Level 3 (2016) qualifications are eligible for Key Stage 5 performance points. These qualifications will attract funding until July 2026. The final two-year course for these existing qualifications will begin in September 2025

### **IDEAL FOR:**

Students aged 16+

### **PROGRESS TO:**

Higher education, apprenticeships, employment

### **UCAS POINTS:**

Level 3 qualifications receive UCAS tariff points

## LEVEL 3

Our Level 3 Cambridge Technicals in Business qualifications help your students to achieve their potential and progress to the next stage of their lives, whether that's higher education, an apprenticeship or employment.

We have designed refreshing and exciting content that's up to date, engaging, fit for purpose and suitable for the needs of your students. To do this, we've consulted with universities, employers and industry specialists to make sure your students will gain the right combination of knowledge, understanding and skills required for the 21st century.

These focused qualifications meet the DFE's technical guidance for mandatory content and external assessment. The centre assessed units include practical and wider project-based assessment opportunities, as well as OCR visiting moderation providing centre feedback and support. Depending on the size chosen, these qualifications can either complement a Key Stage 5 study programme alongside other vocational qualifications or A Levels or make up the bulk of a two-year study programme. Our diplomas have vocational pathways within them that students can follow (one pathway must be achieved).

### **READ MORE:**

[ocr.org.uk/cambridgetechnicals](http://ocr.org.uk/cambridgetechnicals)

## Cambridge Technicals in Business

### Introduction – an outline of the course

Welcome to Cambridge Technicals in Business. Cambridge Technicals is a vocational qualification designed with the workplace in mind to provide a high-quality alternative to A Levels, with a great range of units to choose from. Vocational education is not just about results, it's about educating people in the knowledge and skills required for employment and for the community as a whole. It's also about developing the behaviours and attributes needed to progress and succeed in education and in work. This award is the equivalent of one A level and is designed to be a two year course.

The course is made up of three externally assessed exams and two coursework units. Exams take place usually in January and May leaving opportunities for resits. For the coursework units they are completed in class and marked by your teacher. They are then externally moderated by someone from OCR.

### UCAS points

Cambridge Technicals attract UCAS points – details are below

### **Level 3 Cambridge Technical Extended Certificate and Level 3 Cambridge Technical Introductory Diploma - 360GLH**

<b>Grade</b>	<b>UCAS Tariff points</b>
D*	56
D	48
M	32
P	16

### **What will we be studying in the first half term?**

In September you will start by looking at the Unit 4 Customers & Communication that will serve as a foundation to build your knowledge and skills. The course will begin with doing the Unit 4 research on Nuffield Guiseley Gym and you will have both a role play and an individual presentation to complete during this unit

### **What can I do that will help me prepare for Cambridge Technicals in Business**

You could use some of your summer to carry out some preparation in order to get started with your studies in September. Any resources you already have such as text books, revision guides, work books, knowledge organisers etc please do keep as they may come in use. Some of the topics we cover may build on what you will have covered at GCSE.

### **Summer Gap Task**

The best way to prepare for your Cambridge Technicals in Business is to complete the summer gap task that has been set.

We are really looking forward to seeing you all in September and working with you so that you achieve your goals and aspirations.

## Course breakdown and exam overview

There are 5 units to complete with 3 mandatory units and 2 optional units. Within these are 2 pieces of coursework and 3 exams over 2 years.

<b>Certificate</b>  180 GLH QN: 601/7698/2	<b>Extended Certificate</b>  360 GLH QN: 601/7699/4	<b>Foundation Diploma</b>  540 GLH QN: 601/7700/7	<b>Diploma</b>  720 GLH QN: 601/7701/9	<b>Extended Diploma</b>  1080 GLH QN: 603/0299/9
---	--	--	---	---

### Mandatory units



#### The business environment

Unit 01 - 120 GLH, assessment method E - PDF 735KB



#### Working in business

Unit 02 - 60 GLH, assessment method E - PDF 999KB



#### Customers and communication

Unit 04 - 60 GLH, assessment method I - PDF 971KB

### Optional units (120 GLH needed)



#### Business decisions

Unit 03 - 60 GLH, assessment method E - PDF 1022KB



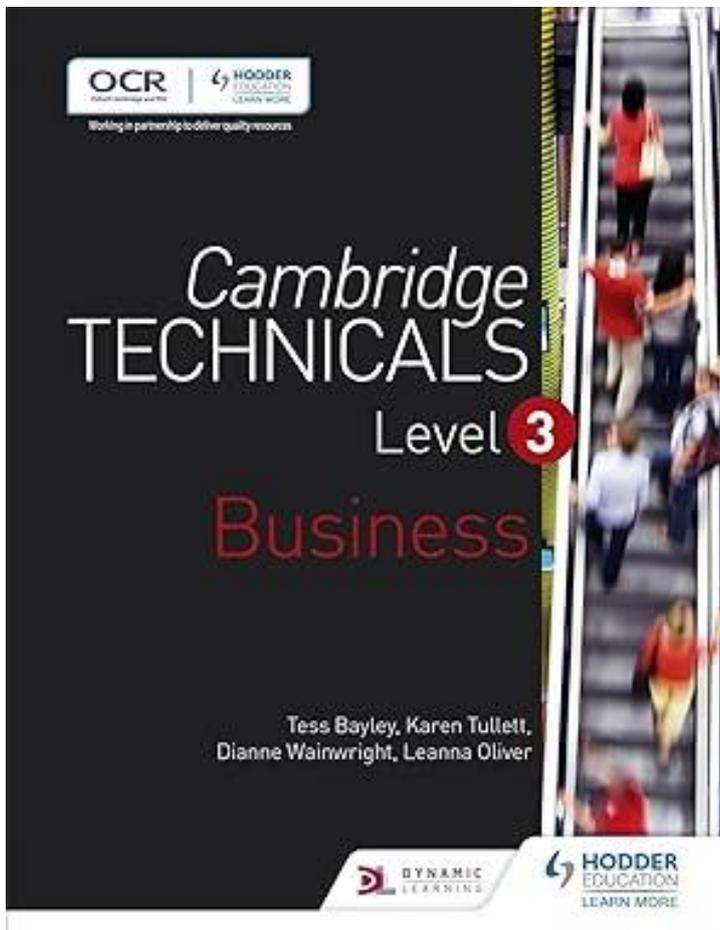
#### Marketing and market research

Unit 05 - 60 GLH, assessment method I - PDF 1MB

## Resources / Equipment / Reading list

What do you expect students to have for their first / every lesson?

You should have pens, pencils, rulers, highlighters and a calculator as a minimum set of equipment to study this course. Book link - [Cambridge Technicals Level 3 Business: Amazon.co.uk: Bayley, Tess, Tullett, Karen, Oliver, Leanna, Wainwright, Dianne: 9781471874796: Books](#) - You can buy the following textbook:



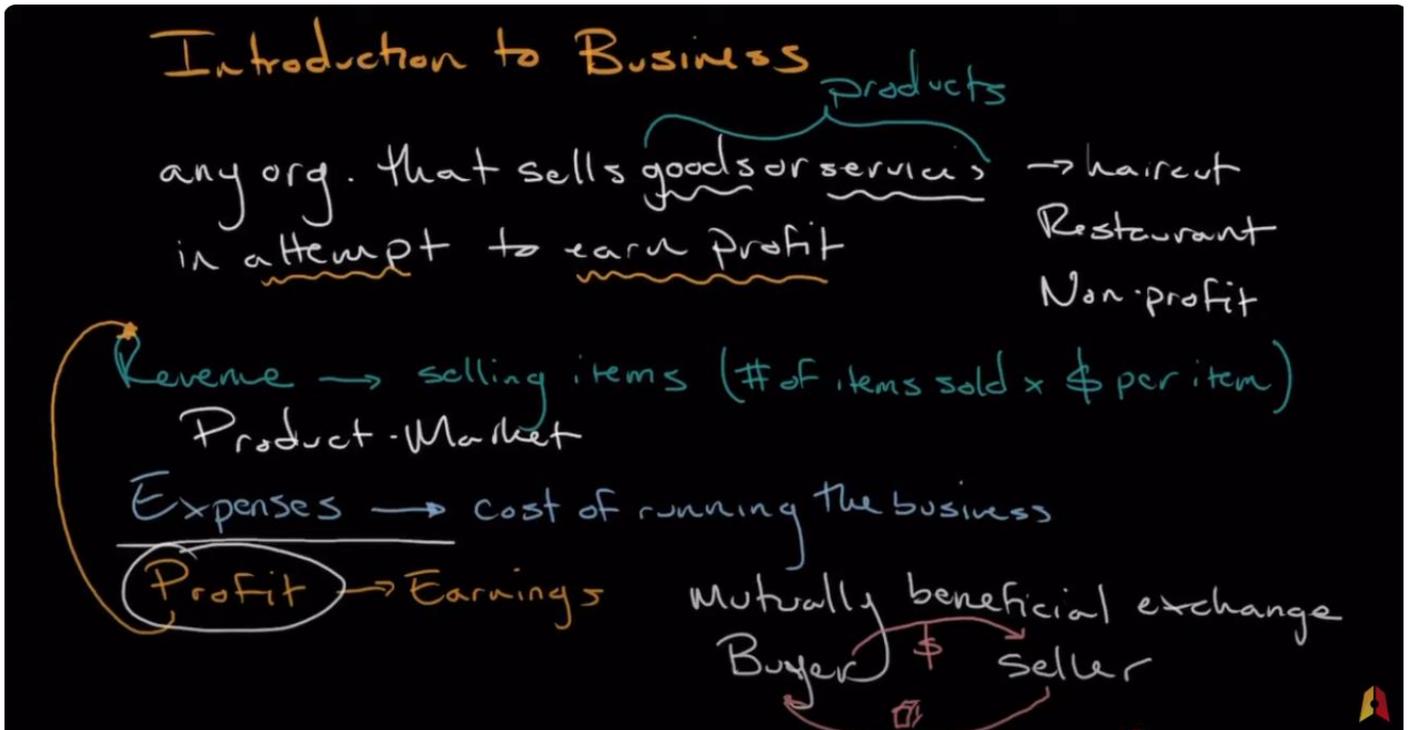
You will find other resources linked to our course useful in helping you study towards this qualification.

# Instructions

You need to complete the tasks below. Typed would be preferred.

**You will need this booklet and attempt all the activities**

Watch the following video on Business studies [What is a Business? | Introduction to Business](#) You must then summarise what you learnt from the video below.



Summary



## Business Gap Task

As you are hoping to study Cambridge Technicals Business here are some things you can do in preparation for year 12. There are a range of tasks for you to do as you may have completed slightly different courses. It is up to which tasks you complete, **however we would like you to record what you have completed in this document.**

### YouTube Channels

Watching videos on these channels will be particularly useful – the Two Teachers channels have topics on different Business topics.

Two teachers

<https://www.youtube.com/@TwoTeachers>

Tutor 2U

<https://www.youtube.com/@tutor2u-official>

### Unit 4 research

The first coursework unit that you start will be Unit 4 Customers and Communication so below are some tasks that you can do beforehand and this will be based on Nuffield Gym in Guiseley.

The screenshot shows the Nuffield Health website interface. At the top, there is a green header with the Nuffield Health logo on the left, a search bar with the text "What would you like to do today?" in the center, and a "Login" button on the right. Below the header, there are navigation tabs for "Hospitals", "Gyms", "Services", and "Advice". The main content area features a large image of the Guiseley Fitness & Wellbeing Gym. Overlaid on this image is a membership promotion banner that reads "Join by July 14" and "Get the rest of the month free, only valid for 12 month commitments". Below this banner, there are two membership options: "Anytime 12 month commitment £76.00/MONTH" and "1-month rolling No commitment £95.00/MONTH". At the bottom of the page, there is a "MEMBERSHIP" section with the text "Anytime 12 month commitment" and "Our best value monthly membership rewards".

### **Research Task 1**

We want you to find as much information about Guiseley gym as possible. Find out about the services it offers and put pictures in your introduction. Find out how much membership costs as well plus anything else.

### **Research Task 2**

Write about the different types of customers that Nuffield Gym has and what they actually do to meet customer needs

<b><i>Customer Type</i></b>	<b><i>Specific Needs/Expectations</i></b>	<b><i>Business Response</i></b>
Internal (give examples)	<i>Employees</i>	Explain (with examples) what actions the business has taken in order to meet the needs/expectations of this specific customer.
<b>External (give specific examples)</b>	<i>Customers</i>  <i>New customers</i>  <i>Returning customers</i>	

### **Research Task 3**

Explain what is customer service?

What are the advantages of good customer service? Give examples of Businesses you think provide good customer service

What happens if a business provides poor customer service? Give examples of Businesses you think provide good customer service

**Task 4** - Can you please research some reviews of Nuffield Guiseley gym – try to find 2 good reviews and 2 bad reviews and put these into your work. After each one state what the effects would be on the Business. You could also find examples of their Social media channels and put these into your work.

**Task 5** - What are the benefits of Social Media for businesses like Nuffield and why do these need managing

Task 1

Task 2

Task 3

Task 4

Task 5

## OTHER TASKS



*Achenyo Idachaba*

### **TED TALK: How I turned a deadly plant into a thriving business.**

<https://www.youtube.com/watch?v=iqEHuB-T2qQ>

**Key Thinking Question:** Should business aim to help the community in which it operates?

### **For Netflix users:**



### **American Factory**

Search through your Netflix account

**Key Thinking Question:** For big US businesses who move their production to China is 'cheaper costs' a valid enough reason?



**Listen to**



**Spotify®**

Recommended Podcasts on Spotify:



- 50 Things That Made the Modern Economy – Tim Harford

- Rabbit Hole – The New York Times.



**We Study Billionaires** - We Study Billionaires – The Investor’s Podcast Network

A cover with the text 'We Study Billionaires' in white on a red background. Below the text are two black and white portraits of men. A small logo for 'THE INVESTOR'S PODCAST NETWORK' is visible between the portraits.

- FT Money Show – Financial Times



**FREAKONOMICS RADIO** - Freakonomics Radio - Freakonomics

The text 'FREAKONOMICS RADIO' is written in a bold, orange, sans-serif font. A green apple and two slices of orange are positioned between the words 'FREAK' and 'NOMICS'.

**Read**

The purpose of this guide is to give a definition of the command verbs used in the internally assessed (moderated units) of the Cambridge Technicals qualifications. For the most frequently used command verbs, we have given you examples of how these verbs could be used about a chair

<https://www.ocr.org.uk/Images/273311-command-verbs-definitions.pdf> Unit overview

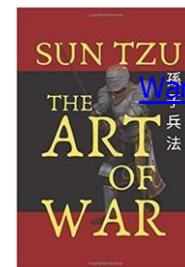
<https://www.ocr.org.uk/Images/267335-cambridge-technicals-business-summary-brochure.pdf>

The Lean Start-Up by Eric Ries <https://www.amazon.co.uk/Lean-Successful-Businesses/dp/0670921602>



[Startup- Innovation-](#)

The Art of War – Sun Tzu <https://www.amazon.co.uk/Sun-Tzu-Art-Updated/>



[Updated/](#)

Shoe Dog – Phil Knight <https://www.amazon.co.uk/Shoe-Dog-Memoir-Creator-NIKE/dp/1471146723>



Purple Cow – Seth Godin <https://www.amazon.co.uk/Purple-Cow-Transform-Business-Remarkable>



### **OTHER USEFUL WEBSITES**

**www.tutor2u.net** – Tutor2u is an essential Business and Economics resource for all students. It contains an excellent Blog with relevant news stories, exam advice and analysis of topical events. It also has various quizzes, revision notes and Power Points for free.

**www.bbc.co.uk/news/business & http://www.bbc.co.uk/news/business/economy** - Keep up to date with current events in the economic & business world through the BBC website Business & Economy news section. Very easy to read and many helpful articles to gain real examples of the theory learnt in class. Vital for success in A2.

**https://www.theguardian.com/business/economics & https://www.theguardian.com/uk/business** - The Guardian newspaper Business & Economics section. Slightly more in-depth look at business current events and still free to access on-line.

**http://www.independent.co.uk/topic/Economics & www.independent.co.uk/news/business** - The Independent newspaper Economics & Business section. Another great source for Economics stories and again, still free on-line.

## Unit 4 Assessment grid

Learning outcome	Pass	Merit	Distinction
<b>You will:</b>	<b>To achieve a Pass you must demonstrate that you have met all the pass assessment criteria</b>	<b>To achieve a Merit you must demonstrate that you have met all the pass and merit assessment criteria</b>	<b>To achieve a Distinction you must demonstrate that you have met all the pass, merit and distinction assessment criteria</b>
1 Understand who customers are and their importance to businesses	<p><b>P1</b> Explain who the customers of a specific business are and what influences their behaviour</p> <p><b>P2</b> Describe actions that a specific business has taken in response to the differing needs of its customers</p> <p><b>P3</b> Explain the range of customer services a specific business provides and how each area of the business has responded to the need to provide customer service</p>	<p><b>M1</b> Analyse the benefits to a specific business and to its customers of maintaining and developing customer service</p>	<p><b>D1</b> Recommend and justify changes to the customer service provided by a specific business to improve the customer experience</p>
2 Understand how to communicate with customers	<p><b>P4</b> Assess whether or not the form, style and layout of different communications are suitable for the intended audience and purpose</p> <p><b>P5</b> Summarise the corporate standards and corporate profile of a specific business and explain their importance to that business</p>	<p><b>M2</b> Explain how a specific business manages its corporate profiles through media activity</p>	
3 Be able to establish a rapport with customers through non-verbal and verbal communication skills	<p><b>P6</b> Demonstrate non-verbal and verbal skills when communicating with a specific customer</p> <p><b>P7</b> Explain the importance of listening skills in building a rapport with specific customers</p>	<p><b>M3</b> Review own use of non-verbal and verbal skills when communicating with a specific customer and suggest improvements</p>	
4 Be able to convey messages for business purposes	<p><b>P8</b> Structure and deliver a verbal business communication so that its content and type of communication is appropriate for its audience and purpose</p> <p><b>P9</b> Structure a written business communication so that its content and type of communication is appropriate for its audience and purpose</p>	<p><b>M4</b> Review use of own verbal and written skills when communicating business messages and recommend improvements</p>	<p><b>D2</b> Justify how to adapt the structure, method of delivery and any other considerations to convey a business message for differing audience requirements</p>
5 Know the constraints and issues which affect the sharing, storing and use of information for business communications	<p><b>P10</b> Describe the legal constraints, ethical and security issues faced by a specific business in relation to sharing and storing business communications</p>		