

Level 3 Business Year 1

PREP. TASK - THE BUSINESS ENVIRONMENT



What we would like you to produce before day one of your course:

- A **newsletter** covering Tasks 1 and 2 below (ideally digitally)
- **Two A4 pages**, with accompanying & relevant images.

As part of the first unit you will study on Level 3, you will be investigating different types of businesses. You will be looking at who OWNS a business, who RUNS it, and the different departments that make up a business. We will look at small, medium and large businesses.

TASK ONE:

Businesses are owned by various people. For example, your local corner shop might be owned by one person, who might happen to employ other people. They are still the owner of the business. Zara on the other hand is much larger, and not necessarily owned by one person.

There are **four main types** of business ownership.

Identify and explain all 4 types of ownership, making sure you clearly show your understanding and **real life examples** for each. Give clear **one advantage and one disadvantage** of each type of ownership.

TASK TWO

All businesses have different departments that carry out different tasks, e.g. Marketing. These are called **FUNCTIONAL AREAS** of businesses.

On your newsletter, identify **SIX of the main functional areas** in a business. It may help to think about a large business you know e.g. Apple, Tesco, and have these in mind when you are doing the task.

Your TWO page newsletter must:

1. Clearly show **your name** at the top with a **relevant heading**.
2. Identify and explain the four main business ownership types.
3. Show at least one advantage and one disadvantage of EACH ownership type.
4. Give real life examples of each of the four ownership types.
5. Identify SIX main functional areas of a business.
6. Explain what each of these functional areas does.
7. Relate each functional area to different real life businesses of your choice e.g. What exactly are the Marketing department at Apple responsible for? Identify and explain some of the tasks they carry out.

WHAT DO I DO WHEN MY TASK IS COMPLETE?

Please email your digital file (or a photo of your paper version) to:

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