

STARTING INFORMATION

Brighton Business

Welcome to Level 3 Business

Course details

Course code: MBUS003F1A

Campus: Brighton – Central

- OCR Level 3 Cambridge
Technical Extended Certificate

Dear Student

Congratulations for securing a place on the Level 3 Business course. We are looking forward to meeting you at Business Enrolment Day on Thursday 29 August 2024 and then Induction Week which starts on the following Monday 02 September 2024. Your first Induction Day is Tuesday 03 September.

What to bring on your first day

College ID

Pens and Pencil

Highlighter pen

A4 lined note pad (99p store has a stationery section or any supermarket)

Recyclable water bottle (water stations located around the college)

Kit list / uniform

N/A

Summer tasks

Please see the summer preparation tasks on pages 2,3 and 4 below.

Other?

Please remember to bring and wear your college ID Badge. This will be issued to you at enrolment.

Contact details

Should you need to contact us please email: brightonbusiness@gbmc.ac.uk

1 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.

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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:

collette.campbell-gohil@gbmc.ac.uk

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College