

Business

Year 12 Induction Task

In September you will be asked to do a presentation of a business related topic that you have found interesting and researched during the summer. You might hear the item on the news or read about it in the newspapers. The Sunday Times always has something in its Business section that is relevant. You might use the internet to help you research the topic – BBC Business and Tutor2u websites are worth looking at. You will need to present your chosen topic for at least two minutes. This should try to examine both sides of the issue/argument and include your own opinion or a conclusion/recommendation at the end. Be prepared to answer questions on it.

You should spend a bit of time thinking how you might present your work. You could use a PowerPoint presentation using text, images, music or video and save it on to a USB stick or just typing some points up in Word. Your presentation should **not be just a cut and paste from the internet** that you will read to us. That would be boring and we can all read what is on the screen anyway. It should be created by you and just include bullet points that you will use to help structure your presentation.

The business related topics that you might come across should be related to part of the syllabus and suggestions are included below.

1. Marketing

- Examine a new product or service that has come out
- Describe the effects of a new advertising campaign for a product/service
- Describe the effects of a price change for a product/service

2. Accounting and Finance

- The profit report for a business – reasons for increase/decrease...
- How a business is funded – sources of finance

3. People

- Anything that has been in the news on why people work – motivation issues
- How people are rewarded for work – examine a wage settlement
- Examine an industrial dispute, strike etc
- Look at a profile of a business leader – leadership styles... e.g. Sir Alan Sugar
- Methods of recruitment or training that a business uses

4. Operations Management

- Methods of production a business uses
- Quality control issues
- Techniques firms might have used to improve efficiency
- Choosing a business location

5. External Influences

- The economy e.g. economic growth, interest rates and the effects on business
- The effects of the European Union on a business
- Laws that affect a business e.g. consumer, employee or competition laws
- The social responsibilities of business e.g. to the employees, society
- Business ethics such as exploiting cheap labour, pollution, insider trading

6. Objectives and Strategy

- Describe how a new business has started up
- A profile of an existing business and how it is doing today
- The merger/takeover between two businesses eg British Airways and Iberia