Name:



**Business Diploma New student subject pack**

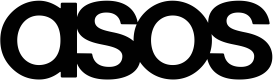




During your two-year business diploma, you will cover 16 different business topics and each topic will either have an exam or coursework.

This subject pack will ask you to complete a series of tasks which aim to introduce you to some of the topic areas and the skills you will need to do well in both the exam and coursework elements.

Let’s get started! Choose **one** of the businesses below:



# Task 1 - Research

Research skills are essential in diploma courses. In particular, your research will help you to explain and evaluate concepts in coursework units. You will also be taught how to properly record and evidence where you have found your information; this is called referencing.

# You should NEVER use Wikipedia as a source in coursework! Why is that? (1 mark)

Search for your chosen business online, read through the information you can find and answer these questions:

1. Give a summary of what this business does, where it operates and who its key customers are: (6 marks)
2. Identify the biggest cost this business has and suggest one way to reduce this cost: (3 marks)
3. Do you think this business has a negative impact on the environment? Justify your view by using the information you have found and suggest a way they could improve.

(5 marks)

1. Search ‘BBC news [business name]’ and pick an article about the business you think is interesting.

What is the title of the article and when was it published? (2 marks)

Describe the story and then explain: What impact does it want to have on the business’s customers? How do you think competitors might react to the story?

(8 marks)

# Task 2 - Writing

Writing skills are essential in coursework units. You need to be able to structure your work in a professional way so that it flows nicely and meets the needs of the unit criteria.

1. Consider the research task you have now completed and answer the following question in **no more than 4 paragraphs**. (You might need to do additional research!)

Question: Evaluate this argument: ‘This business is so successful that it does not need to worry about the environment or invest any more money in customer service’. (12 marks)

Writing skills also take other forms in the business diploma where you might take part in mock scenarios or situations. Consider this situation:

A customer of your chosen company has made a very negative TikTok video where they complain about the product / service they received. The business has contacted the customer who says they are owed a refund because they didn’t get what they expected from the business. The business agrees to pay the refund and makes an additional gesture.

1. You are a customer service agent at the business. Write a formal letter to the customer to resolve the complaint. The letter must include an apology, a resolution and an invitation for the customer to reply. (8 marks)

Business X 123 Business head office

Business way

BU5 1NE

Dear valued customer,

# Task 3 – Numbers

Mathematics and data feature throughout the business diploma. You shouldn’t worry about being an amazing mathematician but you do need to understand how to use data and maths skills in different ways in a business context.

Let’s think again about the business you have chosen:

1. The business needs to open a new office building to house its marketing and finance teams made up of around 150 staff. There are several choices:

|  |  |  |
| --- | --- | --- |
| **A** | **B** | **C** |
| 1500 square feet of space | 2000 square feet of space | 2500 square feet of space |
| Plenty of parking | Limited parking | Limited parking |
| Rent per month £3210 | Rent per month £2990 | Rent per month £3000 |
| Other fixed costs £1245 | Other fixed costs £1255 | Other fixed costs £1000 |

What is the total monthly cost for each building option? (6 marks)

|  |  |  |
| --- | --- | --- |
|  |  |  |

How much does each buildings’ rent cost per square feet of space? (6 marks)

|  |  |  |
| --- | --- | --- |
|  |  |  |

1. Considering the space, the costs and the parking which building do you think offers the business the best value for money and why? (3 marks)
2. For options A and B, 35 employees would have to relocate and the company would pay each of them £2100 to do this. What is the total cost of relocating the employees and does this change which option you think offers the best value? (6 marks)

# Task 4 – Making recommendations

Being able to evaluate information and situations that a business may face is a high-level skill that you will develop during the business diploma. You need to be able to assess different points of view and come up with solutions.

Consider your chosen business again:

1. Define the term ‘ethical’. (2 marks)
2. Explain why you think your chosen business is or is not ethical based on what it does and how it does it. (6 marks)
3. Make three recommendations to the business which would help it be more ethical. Make sure your ideas are realistic and justify your choice (you might use research to support you). (12 marks)
4. Your chosen business has been taken over by a rival company! How might each of these key groups feel about the change? (positive or negative and why). (6 marks)

|  |  |
| --- | --- |
| **Employees** |  |
| **Shareholders** |  |
| **Customers** |  |
| **Competitors** |  |

1. The new company wants to keep your business name but create a new logo. Design a new logo for the company and explain your choices of colour, style etc. considering what the business does and who its customers are. (12 marks)

DESIGN

EXPLANATION

**WELL DONE!**



By completing this subject pack, you have given yourself a great start for when you join the business diploma in September.

This pack has covered skills in research, writing, using numbers in context and making recommendations.

# Please bring your completed pack with you to your first business diploma lesson!

We hope you enjoyed completing this work and are excited to start in this subject. In the meantime, please keep up to date with the news, we recommend reading the articles here weekly: <https://www.bbc.co.uk/news/business>

See you soon

***The Business Team***