

GETTING AHEAD



Start to develop skills that are relevant to your course before you join HSDC this September!

Business – A Level

Business Research Tasks

In the first term we will look at what each functional area of a business does. One of the best ways to understand this is to look at the sort of jobs that people do in each area. And it's always interesting to see the variety of jobs that people do...

1. Watch this two minute video - <https://www.bbc.co.uk/programmes/p052dv2w> which introduces the four main functional areas (Marketing, Operations, Finance and Human Resources).
2. Then key in some job titles into the National Careers' Service website and explore a **range of jobs** and the entry routes to those jobs - <https://nationalcareers.service.gov.uk/explore-careers>. Some suggested job titles are below:
 - a. Marketing Manager
 - b. Manufacturing Manager
 - c. Finance Manager
 - d. Human Resources Manager

Pick your favourite ad:

Warburtons Crumpets (<https://www.youtube.com/watch?v=wsqi5xSuOg>)



We look forward to seeing you in September!

For further information about your College and being a student at HSDC, please visit hfdc.ac.uk/Alton

Vodafone Unlimited Data Plans (<https://www.youtube.com/watch?v=lgSMXiWraZM>)



3. Two of the businesses we are likely to be studying are Vodafone Plc and Warburtons Ltd. To understand what happens in each of the four functional areas, go and have a look at their careers website pages and look at the type of jobs available; some of them contain very technical terms so look at the assistant-type roles first.

Warburtons Jobs (<https://careers.warburtons.co.uk/>)

Vodafone Jobs (<https://careers.vodafone.co.uk/home-page>)

4. Then look at the whole website and give some examples of what each business might do in each functional area.

For example, give an example of what a Marketing Manager might work on each day at Vodafone and what might they do at Warburtons? Same for HR Manager, Manufacturing / Operations Manager and Financial Manager. Try and give some detail; for example: the Manufacturing Manager at Warburtons may work in one of their many bakeries – do they all make bread?

Look at some videos of the manufacturing process ([crumpets](https://www.youtube.com/watch?v=5FUblnWKcuM)) to get an idea how they are baked. (link: <https://www.youtube.com/watch?v=5FUblnWKcuM>).

Fill in your findings for both companies in the table below.

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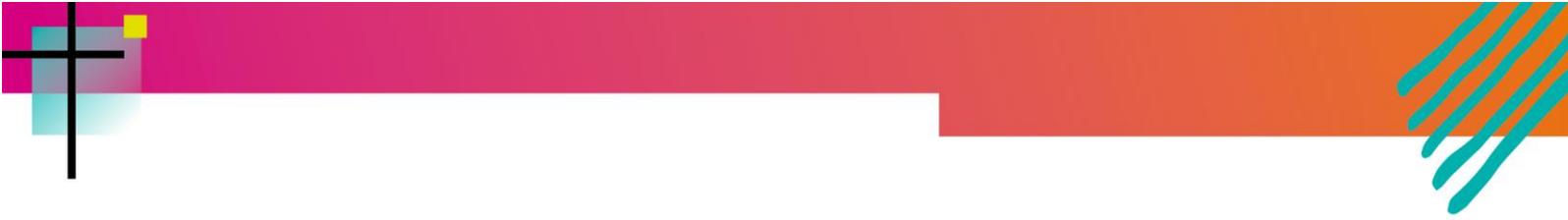
5. Finally, choose one functional area you find interesting or think you might like to work in and do some more in-depth research. We use Tutor2u.net a lot, so click on some links below and have a look at some of the articles, Powerpoints and Study Notes.

- a. Marketing (<https://www.tutor2u.net/business/topics/marketing>)
- b. Finance (<https://www.tutor2u.net/business/topics/financial-objectives>)
- c. Manufacturing (Operations)
(<https://www.tutor2u.net/business/topics/manufacturing>)
- d. Human Resources (<https://www.tutor2u.net/business/topics/human-resource-management-hrm>)

Dept / Functional Area	Examples of things the functional area does at Warburtons	Examples of things the functional area does at Vodafone
Marketing <ul style="list-style-type: none"> - Communications - Product 		
Operations / Manufacturing <ul style="list-style-type: none"> - Engineers & Retail (Vodafone) - Bakers & Drivers (Warburtons) 		

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Finance <ul style="list-style-type: none">- Management accounts (helping with decisions)		
Human Resources <ul style="list-style-type: none">- Recruitment- Training		

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