



## Business CTEC Summer Task

### Miss Akintokun and Mr Swendell

#### The Nobel School

Welcome to our Business CTEC course. This course is 2 years and is designed to develop your insight into the world of Business. At the end of the course, you will receive a level 3 extended certification in business.

To succeed in CTEC Business, you'll need to be organised, motivated, and willing to work independently. Much of the course is **coursework-based**, meaning you'll be expected to meet deadlines, conduct research, and apply your learning to business scenarios. Strong written communication, time management, and a proactive attitude will help you thrive.

Regular attendance, participation in class discussions, and a professional approach to your work are essential – just like in a real business setting.

The summer work you've been given is designed to help you make a confident start in September. It will:

- Introduce you to key business terms and ideas
- Get you thinking about how real businesses operate
- Help you develop some of the independent research and writing skills you'll need on the course

Completing this work carefully and thoughtfully will give you a head start and help you feel more prepared and confident as you begin your journey into the world of business.

If you are having any issues with your induction assignment or other queries, please email us on:

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**Task 1: Business Basics Research (Unit 1 Research)**

**Objective:** Understand different types of business ownership and sectors.

**Instructions:**

Choose three real-life businesses from different industries (e.g. Tesco, a local hairdresser, Apple). For each, research and record:

- Type of ownership (e.g. sole trader, partnership, private limited company)
- Sector (private, public or third sector)
- Their main products or services
- The purpose of the business (profit or not-for-profit?)
- Their aims and objectives of the three businesses.

<b><i>Business 1:</i></b>	<b><i>Business 2:</i></b>	<b><i>Business 3:</i></b>

## **Task 2: Business Stakeholder Mapping (Unit 1 and 4 Research)**

**Objective:** Understand how stakeholders influence businesses.

*Instructions:*

Look at the Luton Hoo website and read through it. Identify at least **five stakeholders** (e.g. customers, employees, government, suppliers, owners).

Create a **mind map or diagram** showing:

- Who the stakeholders are
- What their interest in the business is
- How they can influence decisions



### **Task 3: News Tracker – Business in the Real World (Unit 1 & 4 research)**

**Objective:** Build awareness of current business events and issues.

*Instructions:*

Over the summer, track two business news stories from newspapers, websites (e.g. BBC Business), or social media. For each:

- Summarise what happened
- Identify which business functions are involved (e.g. marketing, HR, customer service)
- Explain how the issue might affect customers and/or communication

<b><u>Headline for Article 1:</u></b>	<b><u>Headline for Article 2:</u></b>

#### **Task 4: Communication Skills Self-Assessment (Unit 4)**

**Objective:** Reflect on your own communication strengths and areas to improve.

*Instructions:*

Write a short reflection (around 200 words) about your communication skills, considering:

- How confident are you with writing formally and informally?
- Are you good at presenting or speaking to groups?
- How well do you listen and respond to others?
- What would you like to improve before starting the course?

#### **Task 4: Customer Service Case Study (Unit 4 Prep)**

**Objective:** Understand the importance of excellent customer service.

*Instructions:*

Going back to our Luton Hoo research. Write a short report covering:

- What kind of service you would expect to receive
- What communication methods are used from the business to the customer (e.g. face-to-face, email, social media)
- What improvements you would implement to make customer service better (if you were manager)
- Why good customer service is important for business success of Luton Hoo.

**THIS NEEDS TO BE HANDED IN AND WILL BE MARKED!**