2 Week Independent Learning plan **Week 11 and 12**

**Support contact details:**

Email general queries to: [nbaker@waseleyhills.worcs.sch.uk](mailto:nbaker@waseleyhills.worcs.sch.uk)

**Teachers email addresses in this subject area:**

Subject Leader ( Mrs Sellers ) esellers@waseleyhills.worcs.sch.uk

Subject teacher emails:

Mr Dean : [jbdean@waseleyhills.worcs.sch.uk](mailto:jbdean@waseleyhills.worcs.sch.uk)

Monday 22nd June to Friday 3rd July

Subject: **Business Studies**

Year: 10

Topic/theme: Small Business Planning - Finance,

Promotional Mix and Location



Three stages to online learning

|  |  |  |
| --- | --- | --- |
| **Stage One – Reading Task** | **Stage Two – Completing Tasks** | **Stage Three – Assessing your learning and feedback** |
| Read the lessons in the table below. Think about what you need to learn from the task. It may help to look at the other lessons too as this will show you where your learning is heading. | Find the resources you need. In some instances you may need to log into HomeAccess+ and find the file on the coursework drive (S). Login with your normal school username and password. Use the resource as described to complete the suggested task. Reflect on the teacher’s question.  [Click here for HomeAccess+ drive](https://facility.waseley.networcs.net/HAP/login.aspx?ReturnUrl=%252Fhap)  [Click here for help with accessing HomeAccess+](https://www.waseleyhills.worcs.sch.uk/coronavirus-independent-learning/help-for-parents-and-pupils) | At the end of the two weeks you will be set a task by your teacher on Show My Homework. This is submitted in SMHWK. This task will assess your learning and allow us to give you feedback.  These assessment tasks are optional but submitting them is very helpful for you and your teacher to understand what you have learnt. |



We are here to help you within school opening hours:

|  |  |  |
| --- | --- | --- |
| **Email your teacher** | **Join your teacher for a support chat session** | **Ring school reception** |
| You can now email your teacher using your Office 365 email address. You can also email Mr Baker or the Subject Leader using the contact info above (top right). | You will also receive an invite during the two week period to join an online support chat with your teacher. | Call 0121 4535211 within school hours. They will email your teacher and ask them to contact you. |

Learning tasks for this fortnight:

|  |  |  |  |
| --- | --- | --- | --- |
| **Lesson** | **Aim:**  What you need to take from this lesson | **Resource(s) to use:**  Hyperlinks to videos etc  HomeAccess+ file location | **Suggested task:** |
| 1 | In this lesson you will learn…  … how to plan and research the likely start-up costs for your business. | Description of Resource :  **Location :** Home Access+/Coursework S: Drive/Business Studies/ Year 10 Dean/Week 11 12  **File Name : Small Pet Hotel Start Up Costs Example ( Word Doc)** | Description of what you need to do (step by step):  **Before You Start** :  Make sure that you complete Steps 1 to 6 from Weeks 9&10 are fully complete on your Business Plan.  Please E-mail your completed **Executive Summary ONLY** to your Teacher. I do not need to see your full business plan, just the executive summary.  **Task 1 :**  You will be researching the start up costs for your small animal business to complete your business plan  Open link to - **Small Pet Hotel Start Up Costs document**  Work through part 1 - Researching Start Up Costs  Work Through part 2 - Financing your Start Up Costs  Save your start up costs estimates together with your business plan  A question your teacher would have asked you at the end of this lesson is:  To what extent do you agree that spending a lot of time researching and preparing a business plan will always ensure business success? |
| 2 | In this lesson you will …..  ….. be creating the marketing, advertising and promotional materials for your small business. | Description of Resource :  **Location :** Home Access+/Coursework S: Drive/Business Studies/ Year 10 Dean/ Week 11 12  **File Name : Advertising and Promoting a Small Business** | Description of what you need to do (step by step):  Open Link to **Advertising and Promoting a Small Business**  Read the instructions/task booklet first.  Decide on which advertising/promotional materials that you would like/enjoy designing and creating Eg/ poster, webpage, business card etc.  You have two lessons to get designing and creating materials of your choice.  **Please e-mail me with pictures of your best designs/ideas and we will share them with others.** |
| 3 | In this lesson you will …..  …. be creating the marketing, advertising and promotional materials for your small business | Description of Resource :  **Location :** Home Access+/Coursework S: Drive/Business Studies/ Year 10 Dean / Week 11 12  **File Name : Advertising and Promoting a Small Business** | Description of what you need to do (step by step):  Continued from **Lesson 2…**  A question your teacher would have asked you at the end of this lesson is:  *Would you say that having excellent advertising/promotional materials in order to attract customers is the most important element of the marketing mix or not? Tell me why…* |
| 4 | In this lesson you will learn…  How to budget for and create a cohesive promotional and marketing mix for your small business | Description of Resource :  **Location :** Home Access+/Coursework S: Drive/Business Studies/ Year 10 Dean / Week 11 12  **File Name : Budgeting for Promotional Mix**  **+**  **Promotional Mix Catalogue** | Description of what you need to do (step by step):  Open link to **Budgeting for Promotional Mix** document and the supporting P**romotional Mix Catalogue**  Follow the instructions on the task sheet and plan/budget for your own promotional mix.  A question your teacher would have asked you at the end of this lesson is:  *Would you now consider that having a excellent marketing mix is the most important aspect of launching a new business? Tell me why…* |
| 5 | In this lesson you will learn…  How to consider the pro’s and con’s of a range of potential locations before making a locational choice for your small business. | Description of Resource :  **Location :** Home Access+/Coursework S: Drive/Business Studies/ Year 10 Dean / Week 11 12  **File Name : Identifying a Suitable Location Task 1 and 2**  **+**  **File Name : Identifying a Suitable Location Task 3 and 4**  **Link to On The Market Commercial Property to Rent**  <https://www.onthemarket.com/to-rent/commercial/property/birmingham/> | Description of what you need to do (step by step):  Open link to **Identifying a Suitable Location Task 1 and 2** and follow instructions on matching locational factors to your business and identifying your locational requirements.  4 Open link to **Identifying a Suitable Location Task 3 and 4** and use [onthemarket.com](http://onthemarket.com) to help you identify and select a suitable premise/location for your business.  A question your teacher would have asked you at the end of this lesson is:  “Choosing a location is the most important decision that any new business can make - get it wrong, then your business dream is over before its even begun.”  Discuss whether or not you agree with the above statement. |
| **How will we assess you learning?**  Years 7 and 8: Pupils will be set an interactive quiz using this information on Show My Homework or asked to submit a piece of work such as a photograph of art work.  Year 9 to 11: Pupils may be set an interactive quiz or a written task via Show My Homework. | | | |



**Need help?**

HomeAccess+ [https://facility.waseley.networcs.net/HAP/login.aspx?ReturnUrl=%2fhap](https://facility.waseley.networcs.net/HAP/login.aspx?ReturnUrl=%252fhap) (use your normal school username and password).

Pupil and parent help page: <https://www.waseleyhills.worcs.sch.uk/coronavirus-independent-learning/help-for-parents-and-pupils>



**Fancy showing your best work off?**

You can email a photo of you doing something great, or an example of your best piece of work to your Head of Year for our celebrations assemblies when we return.

Yr 7 please email Mrs Williams at jewilliams@waseleyhills.worcs.sch.uk

Yr 8 please email Mrs Bridgeman at jbridgeman@waseleyhills.worcs.sch.uk

Yr 9 please email Mrs Bradley at kjbradley@waseleyhills.worcs.sch.uk

Yr 10 please email Mr Jones at djones@waseleyhills.worcs.sch.uk

Please keep your work organised in subjects as we are excited to see what you have achieved and reward you for it when we return.