



# Getting Ahead – Summer Work

#BrockFreshers

## Business Level 3 Extended Diploma and Business Level 2 Diploma

### Visual Merchandising

Task: Create a visual merchandising display with items you already have at home

- Come up with a theme (stay at home, cooking, outfit of the day, video game station, movie night in, at home fitness or any theme of your choice)
- Choose primary products to display and add in props or décor
- Take photos before, during and after
- Ask family or friends for some feedback
- Revisit the display with any changes you made
- Reflect on what challenges you faced and what you enjoyed about the task
- Create a PowerPoint or presentation method of your choice (around 5 slides) that addresses all of the steps from start to finish

Further information on Visual Merchandising;

**Web:** <https://portasagency.com/> , <http://www.vmdesign.me.uk/>

**Visit:** Shops; be mindful when noticing displays both in and outside of shops

**Listen:** Podcasts such as; 'Grazia Life Advice', 'Fashion is Your Business', 'Modern Retail Podcast'



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**Recruitment and Selection Task** - Supporting document for Mark Porter's Freshers' Week introductory video

Businesses are made up of people, usually employees. A business needs people to be good at their jobs to be successful. This means that recruiting and selecting the right people is really important. Your summer task is based on some important parts of the recruitment and selection process.

Part of the recruitment and selection process is the creation of a 'Job Description' and a 'Person Specification'.

**Your first task** is to research each of the above documents on the internet and email me with:

1. The purpose of each document
2. What you think would happen in the recruitment process if one of these documents was missing including what you think the implications for the business would be.
- 3.

**Tip:** Some good search terms to use are:

- Job Description and Person Specification
- What is a Job Description?
- What is a Person Specification?

**Your second task.** In November, America will be voting for their next President. Interviews are an important step in filling any vacancy, the answers the candidates give to questions help determine their suitability for the job.

If you were to interview the candidates for the Presidency, what 10 questions would you ask them? (Think about the issues that are affecting America and the world today and base some of your questions on these).

**Tip 1:** To help identify the issues affecting America and the World, try:

- Reading the BBC News app on your phone
- Watching the news on TV
- Reading the newspaper

**Tip 2:** To learn about the different ways to ask questions, read this article on the top 5 most effective questioning techniques.

<https://www.careeraddict.com/top-5-effective-questioning-techniques>

You can email me with your answers at [mporter@brock.ac.uk](mailto:mporter@brock.ac.uk).

I hope you find these tasks useful and enjoyable and I look forward to meeting you all in September!

Mark



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## Additional resources

- **Course Documents:** Purchase BTEC Textbook and browse Units 1, 2 & 3, there is also a student workbook and activity book available to purchase. <https://www.pearsonschoolsandfecolleges.co.uk/FEAndVocational/BusinessandEconomics/BTEC/BTECNationalsBusiness2016/ISBN/Student-Books/BTECNationalsBusinessStudentBook1Activebook.aspx>
- **Useful websites:** <https://www.thetimes.co.uk> , <https://www.bbc.co.uk/news/business> , <https://www.tutor2u.net/> , <https://www.bbc.co.uk/news/business-22449886>
- **Suggested Business Reading List:** 'Shoe Dog' by Philip Knight, 'The Founder' by Ray Croc, 'Losing My Virginity' by Richard Branson, 'Business as Usual' by Anita Roddick
- **Watch:** The Founder (2016), The Pursuit of Happyness (2006), The Big Short (2015), Joy (2015)
- **Online Courses:** Alison.com; <https://alison.com/dashboard> offers online courses in business, marketing and other areas. Courses are free to participate in and if you choose to complete one may we suggest: Social Media Strategy, Social Media Strategy for Small Businesses, Basic Accounting or another business course of your choice.
- **Listen:** Podcasts such as 'How I Built This' (NPR)