

Subject: Enterprise

Year Group: 9

Date: Friday 15th May 2020



Below are your tasks for the next seven days in the subject listed above.

Present New Information:

- This week we will be looking at training. This will be focussed on the different methods of training that a business can use and why it is so important to train employees.
- Firstly you will need to check your answers from the quick-fire questions last week. These can be found on slide 3, make sure you use a purple pen to correct any questions you got wrong.
- Try to write in as much detail as possible.

Apply: **Complete the activities on the following slides. Where possible, use lined paper and a biro to complete your answers in the first instance.**

Please date your work and title with “Year 9 Enterprise Week Three” – this will help you to keep your work organised!



Year 9 Enterprise Week Three – Complete All Tasks

Task	Task	Support	How long should I take?
1	Use the model answers to mark your questions from last week, make sure you use a purple pen for any corrections.	If you have an answer which isn't shown, feel free to check this using the internet.	20 minutes.
2	Read the information on training and make notes (these should be concise, not too long) on the different methods of training that businesses use. Keep this factual and knowledge based. https://www.bbc.co.uk/bitesize/guides/zx6qk2p/revision/1	Use a dictionary for an unfamiliar words, list and write out the definition to help build your vocabulary.	30 to 45 minutes
3	Fill in the table recording all of the different methods. Provide a definition, advantages/disadvantages and examples where possible. Have a go at the challenge question – are employees the most valuable asset? You might analyse for and against to give a balance.	Use this link for further support if you are unsure https://www.bbc.co.uk/bitesize/guides/zx6qk2p/revision/1	40 minutes
4	Conran's case study. Read all of the information about Conran's business. Answer the questions that follow, answer in as much detail as you can. Challenge question available.	Continue to use the Bitesize link and a dictionary if you are stuck.	40 minutes

Task One

1. What liability does a LTD have? **Limited liability**
2. Provide a definition of a stakeholder. **A person/group who has an interest in a business**
3. Two characteristics of a entrepreneur. **Risk-taker, determined, innovative, leadership**
4. What is a Franchise (use the word franchisor and franchisee)? **When a well established business (franchisor) allows an entrepreneur the right to buy and use the brand name for a fee. They then become the franchisee.**
5. What are the 4 P's of the Marketing Mix? **Price, product, place and promotion**
6. Name three places you can advertise a job. **Online, national newspaper, specialist magazines**
7. What is meant by a fringe benefit? **A benefit offered to an employee such as a company car, gym membership.**
8. Describe what is an organisational chart. **A representation of how a business is structured, it shows the levels of authority starting with the CEO at the top.**
9. Explain one benefit of having a tall organisational chart. **Plenty of opportunity for promotion because there are numerous layers, narrower spans of control mean managers are more aware of workers actions improving efficiency and communication.**
10. What are the four stages of the product life cycle? **Introduction, growth, maturity and decline.**
11. What is meant by Price Skimming? **When the price of a product is high at launch, then is lowered. Used most commonly with technology products to cover high research and development costs.**
12. What is meant by differentiating your product. **Providing a product with a feature that makes it stand out from competitors or a unique selling point.**
13. What is meant by job enrichment? **The process of making an employees job more interesting, this could involve more complex/challenging tasks.**
14. One benefit to a Business of having highly motivated staff. **Improved levels of efficiency, this can increase overall company productivity and quality.**
15. Name three types of aims a Business could have. **Survival, profit, market share, growth.**

Challenge: What does the method of motivation selected, depend on? **Types of workers, type of industry, skill level**

Task Three

Training	Description	Advantages	Disadvantages	Examples
Induction training	An introduction for new employees explaining the firm's activities and procedures.			
On-the-job training	Being shown what to do by a more experienced worker.			
Off-the-job training	Being trained away from the workplace, usually by specialist trainers.			

Challenge: Are employees the most valuable asset in a business?

Task Four-Case Study

Conran's Toys and Bikes

Conran's is a factory that manufactures bikes, scooters and toys. It supplies them to retailers who then sell them to customers.

The bikes are made by teams who work together to put all the final parts on the bikes. The toys are made using machinery that cuts the material and attached it together. The employees operate the machines which, if not used correctly, can be very dangerous. There are 24 workers at Conrans making this a small size business.

What follows is information about how Conrans train their new workers and how the workers feel about it.

Derek Conran – Owner of Conran's Toys and Bikes



Here at Conrans we make sure we train all our new workers properly. Some of the jobs are difficult and it is important workers can do the job properly.

Once a worker missed some of the induction training and went to work in the factory. That day we got 3 bikes sent back from the shops, they hadn't been fitted properly! Another person who missed a day of training cut herself on an operating machine.

It is important that the workers know what to do so they can get on with the job quickly and don't hold back any of the other workers by making mistakes.

Carla Brighton – Worker at Conrans



I have worked at Conran's for two weeks. The first day I was given my uniform and given a tour of the factory. I was glad as I was worried I would get lost. I also got introduced to everyone which I liked as I was worried it would be hard to meet people. I was shown where the fire exits are and who is a first-aider. My manager showed me how to operate the machines.

It was quite hard but he showed me and supervised with me while I had a go. That meant when I started work properly the next day I could get on with the work and felt confident that I was doing the job properly.

Conrans Induction Day Programme

Time	Activity
9.00	Manager welcomes new employee with a cup of coffee and a chat about the job and the company.
9.30	Staff uniforms issued.
10.00 – 10.30	Employee watches health and safety video.
10.30 – 11.00	New employee given a tour of the factory including all the machines, the toilets and the fire exits.
11.00 – 11.30	Coffee break – Employee is introduced to the factory team and can have a chat.
11.30 – 1.00	Employee sits and watches the others at work on the machines to see how to do the job.
1.00 – 2.00	Lunch time
2.00 – 4.00	Employee works with supervisor learning how to use the machines.
4.00 – 5.00	Employee does the job themselves watched over by the supervisors.

Task Four Questions

1. Why is it so important workers have health and safety training during their induction training at Conran's?
2. What problems could happen if workers did not have induction training at Conran's? Give three examples.
3. Why does the induction-training programme at Conran's make the workers feel more relaxed?
4. What are the advantages of induction training for the business and for the employee?

Challenge:

Write down other things that you think Conran's could add to their induction day programme.

Why are they important?