

# **BUSINESS, FINANCE, ECONOMICS & TRAVEL**

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## **Bridging work**

### **Courses**

### **Page**

<b>Business</b> (BTEC Level 2)	<b>2,3</b>
<b>Business</b> (BTEC Level 3)	<b>4,5</b>
<b>Business Studies</b> (A Level)	<b>6,7</b>
<b>Economics</b> (A Level)	<b>8,9</b>
<b>Financial Studies</b> (LIBF Level 3)	<b>10,11</b>
<b>Travel &amp; Tourism</b> (BTEC Level 2)	<b>12,13</b>
<b>Travel &amp; Tourism</b> (BTEC Level 3)	<b>14,15</b>
<b>Management &amp; Administration</b> (LIBF T-Level)	<b>16,17</b>

## Studying @Franklin Bridging Work Preparing you for September on: **BTEC Business (Level 2)**

**A fantastic opportunity to widen your understanding of L2 BTEC Business, prepare for September, and demonstrate your ability to us at enrolment!**

Please complete the work and bring a copy either printed or electronically to your enrolment appointment. The work will take you around **4 hours** so plan your time to best suit you.

<b>Submission</b>	<p>Complete the tasks on paper/handwritten or print off your digital version and bring your work to your enrolment appointment.</p> <p>Please also take this to your first lesson in September.</p>
<b>Topic / Context</b>	<p>In this lesson you will learn about the importance to businesses of getting the marketing mix right in order to be successful.</p> <p>There are, of course, other considerations when judging a businesses success such as staffing, motivation, finance, ethics, quality, market research and customer service. You may even identify other considerations when carrying out the task below.</p>
<b>Task details</b>	<p>Using one of the businesses from the programmes you watched (links below) consider what they got right and what they didn't get right and write a newspaper article explaining your thoughts and findings.</p>
<b>Resources to help you</b>	<p>Channel 4 dispatches:  <a href="https://www.channel4.com/collection/dispatches">https://www.channel4.com/collection/dispatches</a> <ul style="list-style-type: none"> <li>• Truth about Nike and Adidas</li> <li>• Did Brexit work for 4 businesses</li> <li>• Inside the Shein Machine</li> <li>• Secrets of Amazon</li> <li>• Cadbury's exposed</li> </ul> </p> <p>You tube:  <a href="#">The Shady World of Cheap Clothing</a>  <a href="#">Why Starbucks Failed In Australia - YouTube</a> </p>

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	<a href="#">The Decline of Blockbuster...What Happened? - YouTube</a>
	<a href="#">Why McDonald's Flopped In Vietnam - YouTube</a>

Additional Reading	<a href="https://www.bbc.co.uk/news/business">https://www.bbc.co.uk/news/business</a>
	<a href="https://www.theguardian.com/uk/business">https://www.theguardian.com/uk/business</a>
	<a href="https://www.independent.co.uk/news/business">https://www.independent.co.uk/news/business</a>

## Studying @Franklin Bridging Work

### Preparing you for September on: **BTEC Business (Level 3)**

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## Studying @Franklin Bridging Work Preparing you for September on: **A level Business Studies**

**A fantastic opportunity to widen your understanding of A level Business, prepare for September, and demonstrate your ability to us at enrolment!**

Please complete the work and bring a copy either printed or electronically to your enrolment appointment. The work will take you around **4 hours** so plan your time to best suit you.

<b>Submission</b>	<p>Complete the tasks on paper/handwritten or print off your digital version and bring your work to your enrolment appointment.</p> <p>Please also take this to your first lesson in September.</p>
<b>Topic / Context</b>	<p>In this lesson you will learn about the importance to businesses of getting the marketing mix right in order to be successful.</p> <p>There are, of course, other considerations when judging a businesses success such as staffing, motivation, finance, ethics, quality, market research and customer service. You may even identify other considerations when carrying out the task below.</p>
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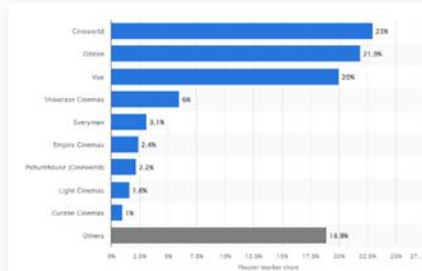
### Preparing you for September on: **A Level Economics**

**A fantastic opportunity to widen your understanding of A level Economics, prepare for September, and demonstrate your ability to us at enrolment!**

Please complete the work and bring a copy either printed or electronically to your enrolment appointment. The work will take you around **4 hours** so plan your time to best suit you.

<b>Submission</b>	<p>Complete the tasks on paper/handwritten or print off your digital version and bring your work to your enrolment appointment.</p> <p>Please also take this to your first lesson in September.</p>
<b>Topic / Context</b>	<p><b>Struggling cinema chain Cineworld has said its screens will remain open despite its plans to file for administration to cut its huge debts.</b></p> <p>Cineworld, which is the world's second-largest cinema chain, was hit hard by the Covid pandemic when many of its theatres were forced to close. But it has now announced plans to slash its \$5bn (£3.9bn) debt pile.</p> <p>The firm, which owns the Picturehouse chain in the UK, said it was still business as usual for its cinemas. Big films currently showing in the UK include Spiderman: Across the Spider-Verse and The Little Mermaid.</p> <p>"Cineworld continues to operate its global business and cinemas as usual without interruption and this will not be affected by the entry of Cineworld Group plc into administration," it said. "The group and its brands around the world - including Regal, Cinema City, Picturehouse and Planet - are continuing to welcome customers to cinemas as usual."</p> <p>Cineworld has more than 28,000 staff across 751 sites globally, with 128 locations in the UK and Ireland.</p> <p>As well as the hit to trading during the pandemic, cinemas are also facing tough competition from streaming services. It is expected that Cineworld</p>



	<p>will emerge from its restructuring as "a dramatically slimmed down player in the movie world".</p> <p>"Given the shakeup of the movie industry and the might of the streaming giants, ticket sales will never fully recover to the heady days of the past, so focusing on the improving experience for die hard movie fans in a smaller number of more theatres is likely to be the focus, to boost margins and increase ancillary spend,".</p> <p>In 2019, the last full year before the pandemic hit, Cineworld reported sales of \$4.4bn.</p> <p>While cinema audiences have been returning, Cineworld said last year that it expected admissions in both 2023 and 2024 to remain below pre-pandemic levels.</p>
<b>Task details</b>	<p>In terms of market structure, the dominance of the 'big three firms' is strong evidence that the cinema industry is oligopolistic, with a three firm concentration ratio of 64.9%, with Cineworld on 23%, Odeon on 21.9%, and Vue with 20% (2013).</p> <p>Research how Odeon remains competitive in this industry. You may want to consider Odeon Luxe, 4D screens, seating, brand loyalty, pricing, IMAX, food and beverage, advertising, location and the challenges they face. Please ensure that your work is no more than 2 sides of A4, contains references and a final summary of your main points.</p> <p>Leading cinema exhibitor chains in the United Kingdom (UK) and Ireland in 2019, ranked by market share based on revenue</p>  <p>DOWNLOAD: PDF, XLS, PNG, PPT</p> <p>Sources: Show sources information, Show publisher information, Use Ask Statista Research Service</p> <p>Release date: November 2020</p> <p>Region: Ireland, United Kingdom</p> <p>Survey time period: 2019</p>
<b>Resources to help you</b>	<p><a href="#">Cineworld screens stay open despite administration - BBC News</a></p>
<b>Additional Reading</b>	<p>EconplusDal   Videos</p> <p><a href="#">Industry Profile: UK Cinema Industry   Economics   tutor2u</a></p> <p><a href="#">Economy - BBC News</a></p>

## Studying @Franklin Bridging Work

### Preparing you for September on: Certificate in Financial Studies

**A fantastic opportunity to widen your understanding of Certificate in Finance, prepare for September, and demonstrate your ability to us at enrolment!**

Please complete the work and bring a copy either printed or electronically to your enrolment appointment. The work will take you around **4 hours** so plan your time to best suit you.

<b>Submission</b>	<p>Complete the tasks on paper/handwritten or print off your digital version and bring your work to your enrolment appointment.</p> <p>Please also take this to your first lesson in September.</p>														
<b>Topic / Context</b>	<p>In this lesson you will learn about inflation and the cost of living crisis. We will look at the different prices of a 'basket of goods' and consider the impact inflation has on people's finances.</p> <p>We will then go on to consider how the state can help when the cost of living rapidly rises.</p>														
<b>Task details</b>	<p>Considering the cost of living and the different types of benefits that are on offer we want you to have a go at deciding on the following:</p> <p>Which if any of the current state benefits would you discard or amend and why?</p> <table> <tr> <td>JSA</td><td>SSP</td></tr> <tr> <td>ESA</td><td>PIP</td></tr> <tr> <td>Attendance allowance</td><td>Housing benefit</td></tr> <tr> <td>SMI</td><td>Income support</td></tr> <tr> <td>Working Tax Credit</td><td>Child Tax Credit</td></tr> <tr> <td>SMP</td><td>SPP</td></tr> <tr> <td>Child benefit</td><td>Universal credit</td></tr> </table>	JSA	SSP	ESA	PIP	Attendance allowance	Housing benefit	SMI	Income support	Working Tax Credit	Child Tax Credit	SMP	SPP	Child benefit	Universal credit
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Working Tax Credit	Child Tax Credit														
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Child benefit	Universal credit														

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	If you were allowed to introduce one new state benefit what would it be and how would it work?
Resources to help you	<a href="https://www.gov.uk/">https://www.gov.uk/</a> <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.moneysavingexpert.com/budgeting-debt-help/">https://www.moneysavingexpert.com/budgeting-debt-help/</a>
Additional Reading	<a href="https://www.bankofengland.co.uk/">https://www.bankofengland.co.uk/</a>

## Studying @Franklin Bridging Work

### Preparing you for September on: **BTEC** **Travel & Tourism (Level 2)**

**A fantastic opportunity to widen your understanding of Level 2 BTEC Travel and Tourism, prepare for September, and demonstrate your ability to us at enrolment!**

Please complete the work and bring a copy either printed or electronically to your enrolment appointment. The work will take you around two hours to complete, so plan your time to best suit you.

<b>Submitting your work</b>	Please type this work where possible (handwritten is fine) and bring it with you on enrolment. The work will also be uploaded to google classroom in September, in your first week at college.
<b>Topic / Context</b>	In preparation for studying Travel and Tourism at Franklin Sixth Form College, the following tasks will immerse you in the subject and help you to develop a broader understanding.
<b>Task details</b>	<p><b>Working for the Tourist Board</b></p> <p>For this lesson you will be researching a popular European destination and putting together a fact file for the tourist board there. Your fact file will need to provide all of the essential information that tourists will be looking for to help them plan their trip, e.g things to do, places to stay, places to eat, cultural activities, romantic activities and transport around the city.</p> <p>Please select from the following destinations:</p> <ul style="list-style-type: none"><li>• Rome</li><li>• Berlin</li><li>• Paris</li><li>• Amsterdam</li><li>• Budapest</li><li>• Krakow</li><li>• Stockholm</li></ul>

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<b>Resources to help you</b>	<p>You can use any source of information you like but here's some links to get you started:</p> <p><a href="#">Lonely Planet   Travel Guides &amp; Travel Information - Lonely Planet</a> <a href="https://www.rome.net/">https://www.rome.net/</a> <a href="https://www.visitberlin.de/en">https://www.visitberlin.de/en</a></p>
<b>Presenting your work</b>	<p>Work can be completed as a written report (typed or handwritten), Powerpoint/Slides presentation or a poster.</p>
<b>Additional reading</b>	<p><a href="#">Level 2 BTEC Travel and Tourism Course Specification</a> <a href="#">Labour Market Information / Local Travel and Tourism Careers</a> <a href="#">Travel and Tourism Careers</a> <a href="#">World Travel and Tourism Council</a></p>

## Studying @Franklin Bridging Work

### Preparing you for September on: **BTEC Travel & Tourism (Level 3)**

A fantastic opportunity to widen your understanding of **Level 3 BTEC Travel and Tourism**, prepare for September, and demonstrate your ability to us at enrolment!

Please complete the work and bring a copy either printed or electronically to your enrolment appointment. The work will take you around two hours to complete, so plan your time to best suit you.

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<b>Resources to help you</b>	<p>You can use any source of information you like but here's some links to get you started:</p> <p><a href="#">Lonely Planet   Travel Guides &amp; Travel Information - Lonely Planet</a> <a href="https://www.rome.net/">https://www.rome.net/</a> <a href="https://www.visitberlin.de/en">https://www.visitberlin.de/en</a></p>
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## Studying @Franklin Bridging Work

### Preparing you for September on: **T level Management & Administration**

**A fantastic opportunity to widen your understanding of T Level Management and Administration, prepare for September, and demonstrate your ability to us at enrolment!**

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<b>Submission</b>	<p>Complete the tasks on paper/handwritten or print off your digital version and bring your work to your enrolment appointment.</p> <p>Please also take this to your first lesson in September.</p>
<b>Topic / Context</b>	<p><a href="https://hbs.edu/emotional-intelligence-in-leadership">Emotional Intelligence in Leadership: Why It's Important (hbs.edu)</a></p> <p>Read through the above article and watch the short video regarding Emotional Intelligence.</p> <p>Carry out further research into the importance of emotional intelligence, as a leader.</p> <p>Record your findings on a note page (no longer than one side of A4- typed or written).</p>
<b>Task details</b>	<p>Imagine you are working in an organisation as a team leader. You are due to deliver a training session on emotional intelligence to your team of assistant managers. There are 6 people in your team.</p> <p>The training session you are due to deliver should last no more than 15 minutes.</p> <p>Research games and activities which support the learning and understanding of emotional intelligence.</p>



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	<p>Design a 30 minute interactive training session which <b>could</b> be delivered to the colleagues in your team.</p> <p>Bring a copy of your plan/ activities to your first lesson.</p> <p>You will be asked to turn in a copy of your instructions during your first lesson, however you may also be asked to deliver this activity later on in the academic year.</p>
<b>Resources to help you</b>	<p><a href="#">25 emotional intelligence activities for happy and productive teams   SessionLab</a></p> <p><a href="#">28 Fun Emotional Intelligence Activities for Kids - Very Special Tales</a></p> <p><a href="#">Management and Administration - T Levels   City &amp; Guilds (cityandguilds.com)</a></p>
<b>Additional reading/ research</b>	<p><a href="https://www.bbc.co.uk/news/business">https://www.bbc.co.uk/news/business</a></p> <p><a href="https://www.theguardian.com/uk/business">https://www.theguardian.com/uk/business</a></p> <p><a href="https://www.independent.co.uk/news/business">https://www.independent.co.uk/news/business</a></p>