**THEME 2 – EDEXCEL GCSE BUSINESS 9-1**

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| **GROWING THE BUSINESS** |

**THEME 2 COVERS:**

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| **Topic 2.1 Growing the business** | **2.4 Making financial decisions** |
| **Topic 2.2 Making marketing decisions** | **2.5 Making human resource decisions** |
| **Topic 2.3 Making operational decisions** |  |

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| **TOPIC 2.5 MAKING HUMAN RESOURCE DECISIONS** |

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| **1** | **CASE STUDY – LUSH** |

**Read the case study below and use it to answer the questions. This will help you write in context (in relation to the case study)!**

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| **CASE STUDY 1 – LUSH** |
| ***Page 255- Edexcel Book***  **Lush is a business that produces and sells toiletries and cosmetics. Its products include shower gels and soaps handmade from ethically sourced ingredients. From its beginnings in Dorset, Lush has expanded to become a global business, with shops in the United States of America, Hungary, Mexico and United Arab Emirates.**  **Lush prides itself on developing its employees. This includes recruiting the right staff, training them and keeping them motivated by offering them challenging and interesting work. It also believes in the importance of paying its employees fairly, such as paying the voluntary minimum wage for London-based employees called the London Living Wage.**  **Lush has a strong commitment to its social responsibilities, so it gives a significant amount of money to charity, buys ethical ingredients for its products and sets up projects in the countries and communities of their suppliers, which are often found in developing nations like Ghana and Laos. This is designed to ensure that suppliers get it share in Lush’s success as well as to give Lush’s employees further job satisfaction by knowing that they work for an ethical company.**  **In 2016, Lush was voted one of the top 50 best companies to work for in the UK, based on its own employees’ assessment of their job satisfaction.** |

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| **What has Lush done to ensure that its employees are motivated and enjoy their work?** |  |

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| **What are the advantages to Lush of having a strong commitment to social responsibilities? How does this commitment benefit Lush’s employees?** |  |

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| **Do you agree with the idea that employees are a business’s most important asset? Justify your opinion.** |  |

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| **2** | **WHAT IS THE DIFFERENCE BETWEEN…?** |

**Write down the differences between:**

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| **A HIERARCHICAL STRUCTURE & A FLAT STRUCTURE** |
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| **A CENTRALISED STRUCTURE AND A DECENTRALISED STRUCTRURE** |
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| **3** | **TELL ME…** |

**Write down the importance of effective communication:**

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**Write down the impact of insufficient or excessive communication:**

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**Write down two barriers to communication:**

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| **4** | **THE BENEFITS AND DRAWBACKS…** |

**Identify two benefits and two drawbacks of each of the below:**

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|  | **BENEFITS** | **DRAWBACKS** |
| **PART-TIME EMPLOYEES** |  |  |
| **FULL-TIME EMPLOYEES** |  |  |
| **FLEXIBLE WORKING** |  |  |
| **PERMANENT EMPLOYEES** |  |  |
| **TEMPORARY EMPLOYEES** |  |  |
| **FREELANCE CONTRACTS** |  |  |

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| **5** | **HOW…?** |

**How has technology impacted on ways of working?**

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| **6** | **THE DIFFERENT ROLES AND RESPONSIBILITIES** |

**For each of the job roles below, write down two responsibilities for each job role.**

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| **ROLE** | **RESPONSIBILITY** |
| **DIRECTOR** |  |
| **SENIOR MANAGER** |  |
| **SUPERVISOR/TEAM LEADER** |  |
| **OPERATIONAL STAFF** |  |
| **SUPPORT STAFF** |  |

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| **7** | **TELL ME THREE…** |

**Write down three documents used in the recruitment process.**

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| **1** |  |
| **2** |  |
| **3** |  |

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| **8** | **WHAT IS THE DIFFERENCE BETWEEN…?** |

**Tell what the difference is between the two key terms below:**

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| **INTERNAL AND EXTERNAL RECRUITMENT** |
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| **9** | **BENEFITS AND DRAWBACKS…** |

Identify two benefit and two drawbacks of the following:

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|  | **BENEFITS** | **DRAWBACKS** |
| **INTERNAL RECRUITMENT** |  |  |
| **EXTERNAL RECRUITMENT** |  |  |
| **FORMAL TRAINING SUCH AS PAID COURSES** |  |  |
| **INFORMAL TRAINING SUCH AS LEARNING BY OBERSING A COLLEAGUE** |  |  |
| **SELF-TRAINING** |  |  |
| **FREELANCE CONTRACTS** |  |  |

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| **10** | **TELL ME…** |

**Discuss with the person next to you, and write down the…**

**The value of ongoing training for all employees:**

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**The importance of target setting and performance reviews:**

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**Why businesses train and develop their employees:**

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| **11** | **TELL ME THREE…** |

**Write down three reasons why motivation is important in the workplace:**

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| **1** |  |
| **2** |  |
| **3** |  |

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| **11** | **WHAT IS MEANT BY…?** |

With the person next to you, discuss and write down the definitions for the following key terms:

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| **REMUNERATION** |  |
| **BONUS** |  |
| **COMMISSION** |  |
| **PROMOTION** |  |
| **FRINGE BENEFITS** |  |
| **JOB ROTATION** |  |
| **JOB ENRICHMENT** |  |
| **JOB ENLARGEMENT** |  |

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| **12** | **EXTENSION TASK 1 – CASE STUDY (POTTERS RESORT)…** |

**Read the case study below on POTTERS RESORT and answer the following question:**

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| **CASE STUDY – POTTERS RESORT** |
| **Page 256 – Edexcel Book**  Potters Resort is a holiday resort in Norfolk run by a family-owned private company, Potters Leisure. The business is run by the managing director and owner, John Potter.  It employs more than 500 members of staff, including staff members at various levels within the structure, such as directors, managers and employees. |

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| **Why might an employee benefit from working for a business that has a structure with lots of layers?** |  |

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| **13** | **EXTENSION TASK 2 – WORKING HOURS** |

**With the person next to you, discuss and write down your ideas for the below questions:**

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| **What are the advantages of flexible working for employees?** |  |

**Do some research into zero hour contracts? What do you think are the advantages and disadvantages to the following businesses of using zero-hour contracts?**

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| 1. **A holiday park** |  |
| 1. **A restaurant** |  |
| 1. **An events company** |  |

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| **14** | **EXTENSION TASK 3 – CASE STUDY (PAULTONS PARK)…** |

**Read the case study below on *Paultons Park* and answer the following question:**

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| **Page 265 Edexcel Book**  **PAULTONS PARK**  **Paultons Park is a large award-winning theme park in the New Forest. Each year, Paultons recruits new staff for the busy tourist season between Easter and October and for the busy Christmas period.**  **Paultons needs a wide range of employees to staff its rides, catering facilities, entertainments and animal attractions.** |

**Find the Paultons Park recruitment website by typing ‘Paultons Park recruitment’ into a search engine and find out what roles are available.**

**Working with the person next to you, compare and contrast the different roles, looking at the:**

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| 1. **Responsibilities** |  |
| 1. **Method of recruitment** |  |
| 1. **Type of person that Paultons would like to hire** |  |

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| **15** | **ACTIVITY 1 – ROLES & RESPONSIBILITIES** |

**With the person next to you, discuss and write down the answers to the following questions:**

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| **What is the purpose of a senior management team in a business?** |  |
| **How important is good communication between senior managers in a business and the layers of managers and staff below them?** |  |
| **What do you think would be the impact on the business of having a lot more men than women in senior management roles? Do you think there would be any disadvantages?** |  |

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| **16** | **ACTIVITY 2 – CASE STUDY (ARCHANT)** |

**Read the case study below on *ARCHANT* and answer the following question:**

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| ***Page 280 Edexcel Book***  **Archant is a newspaper, magazine and media business. The business is committed to investing in its employees’ development, in particular running the Archant Sales Academy to train and develop its sales staff.**  **Archant encourages employees to stay with them for a long time by offering long-service award. In reviews, employees say that they are happy and enjoy working as part of the business.** |

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| **Identify the different ways in which Archant tries to motivate its employees.** |  |
| **Choose a company that operates in your area and do some research to find out how it motivates its employees. Does it offer higher levels of money or other benefits? What makes people want to work there?** |  |
| **Compare your findings with Archant. What do the two companies have in common? What are their differences? Where would you prefer to work?** |  |

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| **17** | **ACTIVITY 3 – ROLES AND WORKPLACES** |

**Consider the following roles and workplaces:**

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| 1. **Chef in a local restaurant** |
| 1. **Assistant cashier in a bank** |
| 1. **Junior administrator in an office** |
| 1. **Marketing sales manager for a national chain of retail shops** |

**Decide whether having greater autonomy in those roles and workplaces is likely to help an employee perform better or whether it would be difficult to implement. Give reasons for your answers:**

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