

Deyes High School Remote Learning

Engage, Enable and Empower



DEYES
HIGH
SCHOOL

LYDIATE
LEARNING TRUST

Year 13 Business Studies




Work for individual students not attending school

Half Term 2: October to December

Pupils who are absent should select the activity that they are up to. Click on the link in the activity box below. This will take you to Office 365 where the work is stored. In the lesson it will tell the pupil if they need to submit the work to their teacher.

Lessons

Date (week commencing)	Lessons	Focus/Topic/Theme	Hyper link to Activity
2/11/20	1-6	P4: Assess whether or not the form, style and layout of different communications are suitable for the intended audience and purpose.	2.1 Audience requirements 2.2 Purpose of communication in business situations 2.4 How to use appropriate business formats
9/11/20	7-10	P5: Summarise the corporate standards and corporate profile of a specific business and explain their importance to that business.	2.5 The importance of corporate standards
16/11/20	11-15	M2: Explain how a specific business manages its corporate profiles through media activity.	2.6 Managing corporate profiles through media

LO2	What is an audience?	Audience requirements	Purpose of communication
Understand how to communicate with customers	Those who have an interest in an organisation or who are affected by what it does. 	It is vital to show awareness of your audience so when planning communication methods, you must consider: <ul style="list-style-type: none"> • age • gender • special needs • accessibility • knowledge • customer type 	To inform – e.g. staff or customers about new products To confirm – e.g. arrangements for a staff meeting To promote – e.g. a product or service To make a request – for data or information To instruct – e.g. workers on a particular task
	Different forms of communication There are advantages and disadvantages of different forms of communication especially when considering the purpose, content and audience of a business message. Examples include face to face, in writing, by telephone, text message, email, websites/social media and advertisement. 	Corporate standards Corporate communication that meets a business's required corporate standards is any communication that is issued by a business to any of its stakeholders. Corporate standards are aimed at creating good impressions with everyone who sees them. 	Managing corporate profile through media activity A business should manage its corporate profile particularly through media activities. The corporate image and profile need to be controlled and not misrepresented.
			Activat

Unit 4 Specification



Who to contact

You can email **your class teacher** if you have any questions regarding the activities set.

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Knowledge
Organiser
Unit 4 LO2