



## **VIEW Retail as a resource in support of the Applied GCSE**

The GCSE in Applied Business is designed to help students develop an understanding of the world at work. The retail industry is growing rapidly and is providing more and more employment opportunities for young people at all levels.

Young people studying the GCSE's in Applied subjects should be exposed to real working environments and real business problems and solutions. This can cause problems as both schools and employers are busy and it can be difficult to provide an adequate range of work experiences for all students. The VIEW project aims to address this problem by allowing students to access real working environments through the use of ICT.

The VIEW Retail Application aims to introduce students to a virtual reality workplace and to encourage them to investigate business and retail at House of Fraser, Oxford Street. Students will experience the content of the study programme and be able to relate what they are learning to the 'real' experience of working in the retail industry. It is important that teachers use the VIEW Application as a tool to help deliver the GCSE in a vocational context. It is also important to focus on 'teaching and learning', as well as assessment.

This guide has been written to support teachers linking the content of the VIEW Retail Application to the unit specification.

The three units that make up the GCSE in Applied Business are:

### **Investigating Business**

#### Content

- Aims and Objectives
- Business Activity and location
- Functional areas within the business
- The use of IT
- Business Communications
- External influences
- Business competitors
- Economic conditions
- Environmental constraints

## **People and Business**

### Content

- Stakeholders
- Investigating job roles
- Rights and responsibilities of employers and employees
- Working arrangements
- Recruitment and training
- Customer Service

## **Business Finance**

### Content

- Investigating the flow of financial documents
- Methods of making and receiving payments
- Cash flow forecasts
- Using a budget
- Profit and loss/balance sheets
- Financial planning

## **Ten ideas using the VIEW Retail Application**

There are a number of ways that the VIEW Application could be used to support delivery of the GCSE in Applied Business.

### **1. Used as a fun activity**

Facilitating the use of the VIEW Retail Application to introduce students to the work of House of Fraser.

Students can work individually or in groups to investigate the VIEW Retail Application and research information. This can be supported using:

- Quizzes
- Questions and answers
- Targeted investigation – specific areas divided between groups

### **2. Used to support teaching and learning of one particular unit, focusing on the specific content of the specification.**

Example: focus on customer service

Using the CD to look at all aspects, asking the questions?  
Who are the customers?  
What are their needs?  
Who are the internal customers?

Who are the external customers?  
What are the benefits of good customer service to House of Fraser?  
What are the results of poor customer service?  
How do staff communicate with customers?  
What are the examples of record keeping on the CD?  
Can you spot any sales techniques being used?

### **3. Used as the focus for a visit.**

Researching specific aspects of the VIEW Retail Application prior to a visit to House of Fraser or another retail shop. This would help students to develop the skills of compare and contrast.

### **4. Used as a teaching resource, where the teacher takes the students on a tour of the store with specific focal areas.**

This can be used in a number of ways to:

- Develop understanding of specific areas
- Aid understanding of specific pieces of information
- Support other study areas
- Look at specific areas of the store
- Support students with different learning needs
- Support students where access to IT for all is an issue
- To encourage discussion work
- To keep students focused on tasks

### **5. Used as an induction tool.**

When students first embark on a vocational programme it is difficult for them to think about and to develop the skills required to research information. The VIEW Retail Application can be used to introduce students to a range of teaching and learning styles and to get them to investigate a company.

Teachers could develop activities such as:

- Quizzes
- Questions and answers
- Group activities to help promote team working
- Short exercises – role play, discussion
- Presentation work

### **6. Used as part of an overall scheme of work.**

The VIEW Retail Application may be introduced at different times during the school year to support different parts of the specification.

### **7. Used to support the development of skills, improving communication, working with others and improving own learning.**

If students are to progress to other vocational programmes, it is useful to start to encourage development of research and study skills. The VIEW Retail Application supports the development of all skills and encourages positive use of IT.

## **8. Used to support careers.**

Students can identify jobs at all levels in the VIEW Retail Application and they can match their skills against the skills and experience of different employees in retail. Teachers can develop exercises that look at different routes through to employment in the industry.

Example:

Look at the VIEW Retail Application and pick out three jobs:

One that you could do when you leave school,

One you might like to do in five years time,

One you might like to do in ten years time.

What skills, qualifications and skills do you think you will need for these jobs?

## **9. Used as an introduction to the use of resources.**

Giving different groups different VIEWS, different websites to investigate, different texts, trade magazines etc. Students can evaluate the resources and look at how they would use the different kinds of resources for different aspects of the course.

## **10. Used in staff development.**

The teaching staff could use the VIEW Retail Application to investigate how it can be best used in the classroom and also to update their own experience. It is good for staff to take some time to look at the resources available and see what best fits their teaching styles and the needs of their students.

## **How the GCSE Applied Business units relate to the VIEW Retail Application at the House of Fraser.**

There is so much useful information on the VIEW Retail Application that teachers will need to prepare carefully to make sure that they take full advantage of the resource and how it can be related to their teaching topic.

There is information on the VIEW Retail Application to support teaching and learning of all three units. It is important that teachers use the VIEW Retail Application to support the 'What you need to learn' part of the specification.

The VIEW Retail Application is not seen solely as an assessment tool.

**The contribution that VIEW Retail can make to Unit 1 and Unit 2 of the specifications is contained in two documents in this section.**