

Your task for this part of the coursework is to complete an in depth study of the type of work done in each functional area of Alnwick Castle Ventures and Mint. How effectively do they work together to achieve their aims and objectives and what part does ICT play in helping them do this

By the end of this Module you should be able to:

Level 1

- 1 **Describe** the type of work done in the functional areas of each business
- 2 **Identify** how ICT is used within these functional areas

Level 2

- 3 **Explain** how the functional areas help to achieve the aims of each business.
- 4 **Explain** how ICT helps them to work together.

Level 3

- 5 **Analyse** how effectively the functional areas work together to achieve the aims of each business.
- 6 **Suggest** how possible improvements or developments in ICT might help the functional areas work together more effectively.

Key words to use in this piece of work:

Functional area – businesses organise themselves into departments that can specialise and develop expertise in specific types of work

Marketing – a creative function, which includes advertising and promotion. It is also concerned with anticipating the customers' future needs and wants, which are often discovered through market research

Customer service – a function which aims to enhance the level of customer satisfaction

Human resources – this function was often previously referred to as the “personnel department”

Finance – this function is often referred to as the “accounting department”

Computer Software – is a general term used to describe a collection of computer programmes, procedures and documentation that perform tasks on a computer system

EPOS – Electronic Point of Sale device which enables an efficient recording of the sale of goods or services to the customer

Database – a structured collection of records. A computer database relies upon software to organize the storage of data.

Paperless environment – where businesses strive to automate every business function to increase efficiency and reduce costs

Progress Tracker Level One

TICK WHEN
COMPLETED

Tick when you have completed each task and monitor the progress that you are making through this part of your coursework. Once you have achieved all of these you have achieved a level one and can then move on to Level two work.

1 Describe the type of work done in the functional areas of each business.

You need to identify the various functional areas within both businesses.

For Alnwick Castle Ventures, you will have to write about the work done in the following functional areas:

- **Household Staff** - look after the interior of the castle
- **Tour Guides** - show visitors around the castle and the grounds
- **Security**—making sure that all the valuables in the castle are safe, and that staff and visitors are being kept safe
- **Admissions** - taking payment from visitors and to make them feel welcome, first point of information
- **Restaurant/café/Catering** — provide the visitors with all the food and drinks they want to buy whilst at the premises
- **Retail**—sell various souvenirs and items that visitors are likely to want.
- **Marketing**— working to attract business to the castle, including: tourists, film locations, weddings, concerts in the pastures
- **Human Resources** - managing issues related to employees and their welfare
- **Finance** - monitoring and measuring the various flows of money in and out of the business and their effect on profits
- **Customer service**—ensure that customers are satisfied with the attraction

The last 4 in bold are crucial to any business. More information about the type of work done in these areas can be found in your text book.

(Note also that ACV shares some function areas with Northumberland Estates....which ones and why?).

For Mint:

You will identify that Mint is not organised into distinct functional areas due to its much smaller size. You will, however, discover that much of the same type of work carried out here too.

2. Identify how ICT is used within these functional areas.

Examine the use of ICT within each functional area of the businesses.

Lets look at marketing in ACV as an example:

Firstly, their website is a cost effective and globally accessible form of promotion. It provides potential customers with a huge amount of information. How much more effective is this than other forms of advertising/promotion?

Secondly ICT is used extensively in their market research to produce and analyse customer surveys.

Progress Tracker Level Two

TICK WHEN
COMPLETED

Tick when you have completed each task and monitor the progress that you are making through this part of your coursework. Once you have achieved all of these you have achieved a level two and can then move on to level three work.

3 Explain how the functional areas help to achieve the aims of each business.

Explain how important the work of each area is to the success of each business. Describe how each functional area helps the business to achieve the aims and objectives that you identified in 1A (you must specifically refer back to these).

For ACV some of these aims include:

- Increase visitor numbers/number of repeat visitors
- Generate other forms of income other than tourism such as catering/retail/conference facilities
- Increase number of repeat visitors.

Example for ACV: Customer Services

One of ACV's aims is to 'Provide excellent customer service'. Customer services can achieve this by find out what their customer needs are, and by training staff so they know how to act towards customer. They can produce surveys with the help of the marketing department to find out what customer think could be improved about Alnwick Castle, and can train their staff with the help of the human resources department. By doing this they will make sure their customers are happy, which will encourage them to make a revisit.

4 Explain How ICT helps them to work together.

Describe how ICT is used extensively by most modern businesses to **cut costs** and **improve efficiency**. ICT often saves time and reduces the risk of errors. It can help in many ways, including:

- Stock control (EPOS)
- Improved communication (emails)
- Marketing (www)
- Maintaining accurate records (customer/staff databases)
- Administration (word processing)
- Financial software (accounting packages)

Example for ACV: File Sharing

An intranet can be used to store files and databases electronically, which can then be accessed by anyone in the business, but not by people outside the business. Files can be uploaded to the intranet or can be updated, without the need for sending all ACV's staff the file. Staff can then access the intranet to view or use databases and other resources if and when they need them. An example of a good use of the intranet is if it was used to store a calendar. The calendar can be updated to or added to by different functional areas if there is a new upcoming event. All the staff can then access the calendar to find out about upcoming events.

Progress Tracker Level Three

TICK WHEN COMPLETED

Tick when you have completed each task and monitor the progress that you are making through this part of your coursework. Once you have achieved all of these you have achieved a level three and your FINISHED!

5 Analyse how effectively the functional areas work together to achieve the aims of each business.

Give your own opinion on how well they all work together to help achieve the aims and objectives of Alnwick Castle Ventures and Mint.

To do this it may help to analyse specific projects that each business has undertaken, fully describing the roles of the different functional areas in making them a success.

For example for ACV you could look at the opening of the Sanctuary restaurant or the development of Dragon's Quest. For Mint, you could examine the relocation of their premises or diversifying into the Tanning Shop.

- Which functional areas (departments) do you think would be involved?
- Describe their contributions?
- How important is it for them to work together on a project like this? What information and skills do they share?

6 Suggest how possible improvements or developments in ICT might help the functional areas work together more effectively.

You must suggest improvements to the use of ICT in order for the departments to work better together. Research what new types of software may be available to them e.g. accounting packages, project planning software, desk-top publishing, databases etc.

To support this work you may want to construct a "spidergram" to illustrate how interdependent the function areas are. An example may look like this:

