

# Unit 1:

# ICT Skills for Business



# Phat Phones

## Learning Outcomes

By completing this unit you will develop the ability to create files in different software packages, including word-processing, DTP, spreadsheet, database and presentation software. You will communicate effectively using email and will search the Internet efficiently for information.

## Scenario

**Phat Phones** are the latest and most competitive mobile phone company. They were set up as a small business in Kings Lynn in March 2008. Since then their unbeatable deals and excellent customer service have turned them into a huge business that other mobile phone companies fear.

You will play the role of **Trainee Manager** at Phat Phones. As part of your training, you will need to **develop your ICT skills** and **solve problems** by completing the **Assessment Objectives** set out in this booklet.

You will need to **learn to work to deadlines**, in the world of business, a deadline means exactly that!

## Contact Details

Phat Phones  
 120 High Street  
 Kings Lynn  
 Norfolk  
 PE30 1PP  
 Tel: 01553 212121  
 Fax: 01553 212122

[office@phatphones.co.uk](mailto:office@phatphones.co.uk)

[www.phatphones.co.uk](http://www.phatphones.co.uk)

## Key

				
<b>Screenshot</b>	<b>Important Point</b>	<b>Think</b>	<b>Print</b>	<b>Research</b>

## Task 1 (AO1) – Managing Files & Folders



Let's get started – open a Word Document to paste your screenshots and save to your **Screenshots** folder called: **Managing Files & Folders Screenshots**

1) In your **My Documents** folder create a new folder called **OCR**



2) In your **OCR** folder create a new folder called **Unit 1**

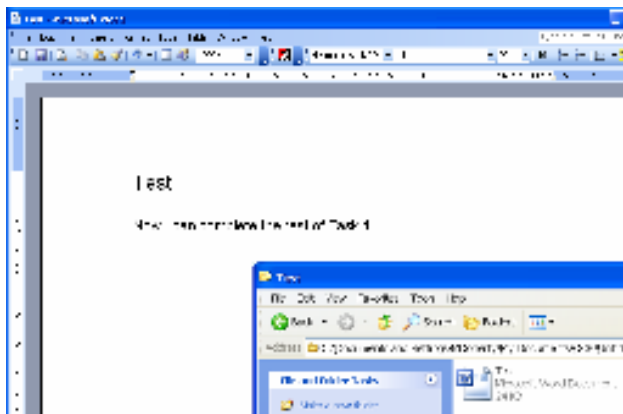
3) In your **Unit 1** folder, create the following **sub-folders**:

- **Screenshots**
- **Business Documents**
- **Resources**
- **Test**

4) Make backup **copies of files / folders to a USB pen** (*USB pens can be ordered by the Head of ICT – you can return to this task at a later date when you have a USB pen!*)



To complete the remainder of Task 1 you can create a **test file** and save it to **Test folder** to move, edit and delete as you please! E.g.:



- 5) **Rename** a file folder
- 6) **Search** for a file
- 7) **Create, edit and remove a shortcut** to a file
- 8) **Move** a file / folder from one folder to another
- 9) **Delete** an unwanted file and folder
- 10) **Password protect** a file



Screenshots  
must be  
evident for all  
tasks 5 - 10



Now save your work again and print





**Task 2A (AO2) – Communication: Internet Research**

The manager is keen to keep Phat Phones ahead of the competition by offering the very latest mobile phones to customers. Therefore researching the latest products and prices is key to what Phat Phones can offer.

**The resources you collect in this task are essential and will be used to create business documents later in the unit!**

**Let's get started** – open a Word Document to paste your screenshots and **save** to your **Screenshots** folder called: **Internet Research Screenshots**

1) Open a **search engine**, e.g.



Ensure that you show screenshots for all the **search criteria** you use (higher grades for good use of effective/advanced search criteria, e.g. keywords, quotes, etc)



2) **Collect** the following and **store** in your **Resources folder - 5 different mobile phones!!!**

- a) **Information** on the latest mobile phones, e.g. spec, price, Special features, colours, & graphs/charts if possible!
- b) **Images / graphics** of the latest mobile phones
- c) Advertisement ideas



Screenshot of folder contents when complete!



- ✓ Ensure that the resources you collect are '**copyright free**'
- ✓ **Explain** briefly what **copyright** means
- ✓ Take screenshots of copyright statements, e.g.:

T-Mobile copyright statements can be found by clicking here!

**T-Mobile extras**

- [Upgrade your phone](#)
- [Free Pay as you go sim](#)
- [Recycle your old mobile](#)
- [It's easy to top up by text](#)
- [Going abroad this summer?](#)
- [T-Mobile for business](#)

**Mobile TV**  
With more than 20 new channels now Mobile TV let's you experience live TV are. [Try Sky Mobile TV now](#)

**Mobile Jukebox**  
This great service gives you access to songs to download to your mobile and [Download new music now](#)

[Disabled Customers](#) | [About T-Mobile](#) | [Contact Us](#) | [Careers](#) | [Affiliate](#)  
 © 2007 T-Mobile (UK) Ltd

3) **Bookmarks / favourites** should be used to store all the useful websites you use



4) In your word document **explain why** you think the **websites (sources)** you used were **trustworthy** and **valid (up to date)**



**Now save** your work again and print



## Task 2B (AO2) – Communication: Email



In this task, you need to show that you can use email to a high standard, making use of advanced features.

The manager would like you to send and save information to potential customers using your school email account. Make sure when sending messages you ensure that appropriate subject headings and message text are used.

**Let's get started** – open a Word Document to paste your screenshots and **save** to your **Screenshots** folder called: **Email Screenshots**

You must prove that you can do all of the following:

- 1) **Send**
- 2) **Reply**
- 3) **Forward**
- 4) **attach files**
- 5) **use cc and bcc**
- 6) set email to **high importance** and **low importance**
- 7) **store, retrieve and use email addresses** and details of personal contacts
- 8) create and use an **email signature**
  
- 9) Explain why it can be risky to open email **attachments**

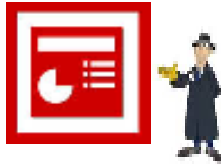


Screenshots  
must be  
evident for all  
tasks 1 - 8



**Now save** your work again and print



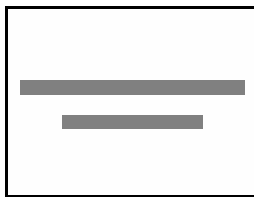


**Task 3 (AO3) – Presentation**

The Phat Phones Manager would like you to produce a **professional looking presentation** to be **displayed in-store**. This will be used as a **sales tool**; its purpose is to show potential customers **what the company has to offer**.

Using the resources you collected in AO2 your presentation will have a **consistent house style** throughout. It will include text, images, possibly some graphs or charts.

The presentation need to be at least **6 slides** long. Possible slide layout::



Slide 1 - Title slide:

- Company name – Phat Phones
- Phat Phones logo
- Website address



Slide 2 – 6 - Main slides (5 mobile phones):

- Title - make and model of phone
- Main text - spec., special features, price, colour, etc
- Images of the mobile phone

**Let's get started** – this time I'd like you to open **Microsoft PowerPoint** and save as **Presentation** to your **Business Documents folder**. Also open a Word Document and save as **Presentation Screenshots** to your **Screenshots folder**

- 1) Create your presentation using correct **slide layouts** and the resources collected and stored in your **Resources folder**



Remember to use a **consistent house style**

- 2) Create **speaker notes** for 2 slides – these can be used for staff training



Speaker notes should be **printed in notes** form



- 3) Use **slide transitions** and **custom animation** to catch the attention of potential customers



Think carefully – be consistent – too much animation will confuse your audience – best to **keep it simple!**

- 4) Finished? Now it's time to do those all important things again. **Save both documents and print!**



Very importantly – print your **Presentation** as **Handouts** – **6 slides per page**



**Task 4 (AO4) – Business Documents**



The Phat Phones Manager has asked you to create a number of business documents. Now it's time to show off some more of your ICT skills and to be more creative. Remember that the Phat Phones contact details are on page 2 of this booklet.

Suitable house style and formatting are required on all your business documents – they should look professional!

**Let's get started** – open a Word Document to paste your screenshots and **save** to your **Screenshots** folder called: **Business Documents Screenshots**

- 1) **Business card** (usually 85mm wide - 55mm high) – **Open DTP & select Business Card** from templates.

A business card should give the following information:

- Name
- Position
- Telephone numbers
- Fax number
- email address
- Business address
- Website address
- Company Logo

Example:



- 2) **Flyer** (A flyer is basically a small poster, usually single sided) – Open **DTP**

Phat Phones need some A5 flyers that they can hand out to potential customers on the street; the flyers should give the following information:

- Company name
- Logo
- Company address and contact details
- Website address
- Product information
- Offers
- Images
- Discount or money off coupon



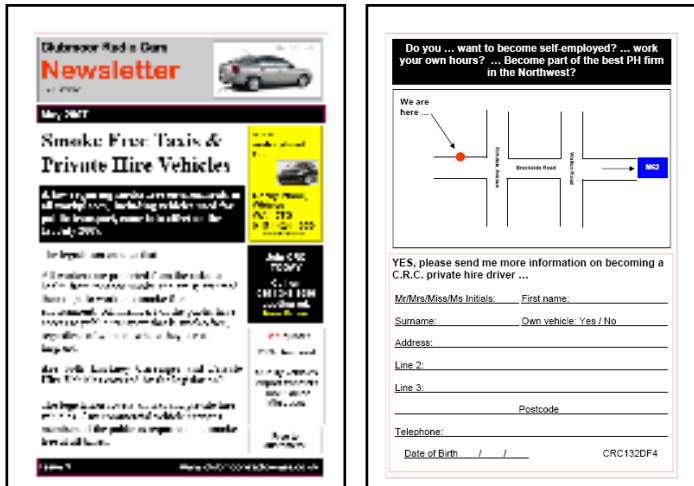
**3) Newsletter** (A newsletter will usually be produced on 2 sides of A4 – it will contain much of the information from the A5 flyer and then some!!!) – Open **DTP**

The Newsletter will contain:

- Company name
- Logo
- Company address and contact details
- Website address
- Details about the company Phat Phones – when it was launched, success, etc
- Prices/tariffs for monthly packages or pay-as-you-go rates
- Images of new mobile phones on the market
- Discounts, bundles, competitions, etc.
- Charts / graphs
- Application form – allowing customers to enter competition or join members club for special offers



Example:



**4) Agenda** (You will now design an agenda for the next company business meeting to be held a week from today – on page of A4) – Open **MS Word**

The Agenda will contain information about the following:

- Company name and logo
- Heading “Agenda”
- Date (one week from today) and time (3 p.m. – 4 p.m.) included
- Chaired by Manager of Kings Lynn Branch
- Bulleted list with the following items on the agenda:
  - Apologies for absence
  - Minutes from last meeting
  - Generating new business using business cards, flyers and newsletters
  - New ideas – products and offers
  - Sales figures for the week
  - Targets
  - Top Sales Assistant of the month
  - AOB (Any Other Business)



Example:



**Agenda**


Scheduled 21<sup>st</sup> November 3.00pm - 4.00pm.

Chair: Michael King (Manager - King Lynn Branch)

- 4. Agenda presentation
- 4. Finance - monthly meeting
- 4. Presentation of business using business cards for the phone website
- 4. Presentation of products and offers
- 4. Presentation of the week
- 4. News
- 4. Presentation of Association of Managers
- 4. AGO

- 5) **Mail merge letter** (you will create a promotional mail merge letter to explain that Phat Phones will be running a **'buy a mobile and get a free hands free kit' offer for one month only!**) - Open **MS Word** and create your letter – where you see the << >> (brackets) leave blank! **Your teacher will demonstrate the Mail Merge**

Example:



120, High Street, Kings Lynn, Norfolk, PE30 1PP  
 Tel: 01553 212121 Fax: 01553 212122 [Office@phatphones.co.uk](mailto:Office@phatphones.co.uk)

Date

<<Recipients Address>>  
 << >>  
 << >>


Dear << >>!

We would like to make you aware of the new product range in-store. Why not take advantage of our huge selection of mobile phones and other accessories. Please find enclosed this months newsletter.



We are now holding a one month only promotion for customers purchasing a new phone. If you buy a new phone or take out a contract of £35 per month you will receive a free hands free kit.

We hope to see you soon at Phat Phones.

Yours sincerely,



Phat Phones Manager



### Task 5 (AO5) – Spreadsheet model

The Phat Phones Manager would like to improve his own ICT skills and has asked you to demonstrate how to set up a spreadsheet model using Microsoft Excel to allow the following:

- Income, Expenditure & Profit
- Formatting cells in your spreadsheet model, including:
  - Number format (decimal places, percentage, currency, date/time)
  - Text formatting (font, size, style, alignment)
  - Borders and shading
- Use appropriate formulae/functions to ensure the model works as intended
- Charts / Graphs
- Reports
- Print-outs of your model showing figures in full
- Print-outs of your model showing the formulae/functions in full

**Let's get started** – open a Word Document to paste your screenshots and **save** to your **Screenshots** folder called: **Unit 1 AO5 Screenshots**



To complete this Assessment Objective you should ask your teacher for the **Handout: 'Phat Phones Model'**

## Task 6 (AO6) – Database



Again, the Phat Phones Manager is determined to learn some more of your ICT skills. This time you are going to demonstrate the following using a database in Microsoft Access:

- enter, edit and delete data to keep it up to date
- sort data
- search for data using queries, including searching on more than one criterion
- print out data using reports in different formats

**Let's get started** – open a Word Document to paste your screenshots and **save** to your **Screenshots** folder called: **Unit 1 AO6 Screenshots**



To complete this Assessment Objective you should ask your teacher for the **Handout: 'Phat Phones Database'**