

Year 11-12 Transition Pack

SUBJECT

BTEC Nationals

L3 Extended Certificate

In Business

**Introduction**

Business is all around us and makes up a huge part of our day to day lives. We all will work in a business or an organisation and some of you will be lucky enough to run your own business! This course enables you to gain an insight into business and how they are run. As well as developing your knowledge on various business topics it is also important to develop your skills in preparation for the world of work, university and your chosen career. Therefore you will also be involved in team tasks, research projects and give presentations to your peers and others.

**Course Overview**

You will be able to follow two pathways with this course depending on your own curriculum programme. There are many units included across the programmes; some of these are outlined below to give you an insight into what topics you will be learning about.

**Unit 1**: **Exploring Business**. In this introductory unit, you will study the purposes of different businesses, their structure, the effect of the external environment and how they need to be dynamic and innovative to survive.

**Unit 2**: **Developing a marketing campaign**. In this unit you will gain skills relating to and an understanding of how a marketing campaign is developed.

**Unit 3**: **Personal and Business finance.** You will study the purpose and importance of personal and business finance. You will develop the skills and knowledge needed to understand, analyse and prepare financial information.

**Optional units**: As well as compulsory units you will also study one optional unit which could be linked to other subjects you study or are interested in. These include accounts and law and also a work experience unit is available.

**Unit 8:** **Recruitment and Selection.** In this unit you will investigate how a large business recruits and selects staff and how the processes they use contribute to its success. You will also produce relevant and appropriate documents used within the recruitment and selection process. You will use these to conduct an interview of a peer, as well as be interviewed for a role at the large business investigated. You will learn about employability skills and reflect on your performance to plan how you can improve to secure employment in the future.

The course includes a mix of assignments, controlled assessments and exams. This includes a range of both internal and external assessments. Throughout the course you will be investigating real businesses and applying your knowledge to real business scenarios. You will have the opportunity to visit real businesses and also learn from business people within the local area.

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**Wider reading**

A wider understanding of business is fundamental. Therefore it is important to regularly read about what is happening in the UK and across the world in business and the economy. The business world is always changing therefore websites are a great way of finding out up to date information and current issues.

Take time to visit these websites to develop your wider understanding.

<http://www.bbc.co.uk/news/business>

<https://www.theguardian.com/uk/business>

<http://uk.businessinsider.com/>

<http://businessbirmingham.com/>

<http://realbusiness.co.uk/>

<http://www.tutor2u.net/> - click on Business

**Newspapers and magazines** are also a great source of information and you should buy and read these as often as you can. Developing reading skills and developing your knowledge and understanding through reading material is an important life skill.

* The Economist
* Elite Business magazine

It is great to hear about how real people have developed their business skills and made it in the business world. A good way to do this is by reading **autobiographies**. These are few suggestions but read about someone who may interest you.

What You See Is What You Get: My Autobiography by Lord Alan Sugar

Anyone Can Do It: My Story by Duncan Bannatyne

How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions: 40 Successful Entrepreneurs Reveal All by Rachel Bridge

You can also develop your knowledge and understanding of the business world by watching **TV programs** such as:

* The Apprentice
* Dragons Den
* <https://www.theguardian.com/tv-and-radio/business-tv>
* Mary Queen of the high street - http://www.channel4.com/programmes/mary-queen-of-the-high-street/episode-guide

**Make notes of what you read about and what you learn to share during class discussions in September.**

**Summer Activities Unit 2 – Developing a Marketing Campaign – Pop up Cinemas**

Marketing is a dynamic field central to the success of any business. You will gain an understanding of how a marketing campaign is developed. You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service.

You are required to research marketing campaigns for **two of the following businesses** in preparation for your practice assignment.

**Luna Cinema Pop-up Screens The Nomad Cinema Picturehouse**

**Rooftop Film Club London Sundown Cinema Lost Lands Cinema**

**Snowcat Cinema The Village Screen Adventure Cinema Backyard Cinema**

**Open Air Film & Chill Sneaky Experience Secret Cinema Cinestock**

**Use the link below to help up.**

[**https://www.tutor2u.net/business/blog/pop-up-cinemas-in-the-uk-market-insights**](https://www.tutor2u.net/business/blog/pop-up-cinemas-in-the-uk-market-insights)

**Task 1:** Write a brief report using the following aspects as headings, about each business’s marketing campaign

**Learning Aim - C4 Appropriateness of marketing campaign**

• How far the marketing activity reinforces and supports brand value.

• The sustainability of marketing activities.

• Flexibility of the campaign to enable response to both internal and external changes.

• Relevance to organisational goals.

• Appropriateness to target market.

• Legal and ethical considerations

**Task 2 :** For Unit 3 you will be developing your knowledge of personal and business finance. Personal finance is very important to us all and you will explore the different issues linked to personal finance and how to manage your money. There are many methods you can use to pay for goods, find out about these methods:

* cash
* debit card
* credit card
* cheque
* electronic transfer
* direct debit
* standing order
* pre-paid cards
* contactless cards
* charge cards
* store cards
* mobile banking
* Banker’s Automated Clearing Services (BACS) Faster Payments
* Clearing House Automated Payment System (CHAPS).

You must make notes on each method. Your notes must include a description, the advantages and disadvantages of each method and an example of where it is used.

**Task 3 :** As well as looking at personal finance we will be looking at business finance. In preparation for this unit you need to find out about the **sources of finance** a business could use to start up their business or to support the business in day to day running. Make notes on each method including a **description, advantages and disadvantages** of each source and if it suitable for short or long term use. Some of these sources may include loans, mortgages, crowd funding and grants – but there are more! Can you find out about others?

**Where can I get help with this?**

GCSE and A’ Level text books will cover much of this content. You can also use the websites to gather some information:

 <http://www.bbc.co.uk/education/guides/z4br87h/revision>

<http://www.businessstudiesonline.co.uk/GcseBusiness/TheoryNotes/notesmenu.htm>

<http://www.bbc.co.uk/schools/gcsebitesize/business/finance/sourcesoffinancerev2.shtml>

<http://www.tutor2u.net/business/reference/sources-of-finance-for-a-startup-or-small-business>

<http://www.bbc.co.uk/schools/gcsebitesize/business/people/motivationrev2.shtml>