

Level 3 BTEC Business Transition Booklet



This pack contains information about Level 3 BTEC Business and a programme of activities and resources to prepare you to start Business at post-16. Please use this during the summer term and the summer holidays to prepare for your BTEC course.



Please note the compulsory summer work which starts on page 7

About the course: The Pearson BTEC Level 3 National Extended Certificate in Business is an Applied General qualification. It is for post-16 learners who want to continue their education through applied learning and who aim to progress to higher education and ultimately to employment in the business sector. The qualification is equivalent in size to one A Level and aims to provide a coherent introduction to study of the business sector.

Download the exam board specification. They can be found here:

https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/BTECNationals_Bus_ExDip_Spec.pdf

The course content and assessments

1. **Unit 1: Exploring Business (mandatory) Controlled assessment (coursework)**
2. **Unit 2: Developing a Marketing Campaign (mandatory) This is an externally set case study assignment to be completed over 3 hours.**
3. **Unit 3: Personal and Business Finance (mandatory) Written examination (2 hours)**
4. **Unit 4: Recruitment and selection process. Optional unit chosen by course tutor. Controlled assessment (coursework)**

The basics: Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take Brexit for example, do you view that as a positive or a negative?

There will be some key terms you should know from your GCSE course, however, if you are new to Business, these are the terms you should be familiar with. Spend some time to find them out and create a document with them prepared.

Use: www.tutor2u.com to help

| Easy Key Term | Challenging Terms |
|----------------------------------|--|
| Revenue (define, formula) | Inflation |
| Profit (define, formula) | Interest rates |
| Variable costs (define, formula) | Porters Five Forces |
| Contribution per unit (formula) | Boston Matrix |
| Break even (define, formula) | Ansoff Matrix |
| LTD | Labour turnover (define, formula) |
| PLC | Capacity utilisation (define, formula) |
| Unlimited liability | ROCE (define, formula) |
| Limited liability | Current Ratio (define, formula) |
| Exchange rate | Trading Bloc |
| Profit margin | Gearing |



That should have given you plenty to think about. These terms will be integral in your understanding of business.

Reading List

Below are the links to the post-16 textbooks.

| Publisher | Link |
|---------------------------|---|
| Pearson | https://www.pearsonschoolsandfecolleges.co.uk/fe-vocational/subjects/business-and-economics-fe-vocational/btec-nationals-in-business-2016-resources/btec-nationals-business-student-book-1-activebook-3?_ga=2.136414646.780002071.1619949019-861354240.1618927496#products |
| Pearson Revision guide | https://www.pearsonschoolsandfecolleges.co.uk/secondary/subjects/business-and-economics/btec-nationals-in-business-2016-resources/revise-btec-national-business-revision-guide-1?_ga=2.165584953.780002071.1619949019-861354240.1618927496#products |

APPS for Business



News websites for Business

1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: <https://www.independent.co.uk>
3. The FT: <https://www.ft.com>
4. Reuters: <https://www.reuters.com/>

Business Books

Your specific course will have an allocated book, check with your tutor first prior to purchasing the course book.

To supplement your reading these books will be of interest! The bold ones are easier reads!

| | | |
|--|------------------|----------------|
| Building Strong Brands | Aaker, David | 978-1849830409 |
| <i>The Idea in You: How to Find It, Build It, and Change Your Life</i> | Amor, Martin | 978-0241971390 |
| Screw It, Let's Do It: Lessons In Life | Branson, Richard | 978-0753510995 |
| <i>The 7 Habits of Highly Effective People</i> | Covey, Stephen | 978-0684858395 |
| <i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i> | Earley, John | 978-1119096191 |
| <i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i> | Ferriss, Timothy | 978-1785041273 |
| <i>Think and Grow Rich</i> | Hill, Napoleon | 978-1934451359 |
| Legacy: New Zealand All Blacks | Kerr, James | 978-1472103536 |

The writing styles

The style of writing at A Level is a development of the writing style needed at GCSE. The main requirements for both coursework assignments and examinations are

- 1) Knowledge (know your definitions)
- 2) Application (this is a big one for context of the case studies and extracts)
- 3) Analysis (show logical thinking and arguments. Consider why you raised the point)
- 4) Evaluation (bringing it all together, forming a judgement and answering the question)

Writing styles

Tutor2u: Tutor2u recommend a style of writing called PeCAN PiE, you can watch a video on this here: <https://www.tutor2u.net/business/reference/effective-paragraph-technique-pecan-pie>

Writing style examples

The following is a made-up question and two short example answers. See if you can tell where balance and context are applied.

Q. Boeing manufacture some of the world's largest passenger airplanes. Management are currently looking to reduce costs by purchasing cheaper engines and materials to manufacture the planes. Assess the impact of this strategy on Boeing.



Example one

If they decide to buy cheaper things for making their products this will mean the company is spending less and their costs will be lower. This will be a good thing as their profits will increase which will make shareholders happy.

Example two

If Boeing decide to purchase cheaper engines and materials for their planes, this will result in a lowering of their manufacturing costs which may make them more attractive than main rivals Airbus. This could result in more orders from British Airways or Virgin Atlantic. However, using cheaper engines and parts could have disastrous effects for Boeing. If an accident occurred and it was the fault of Boeing and cheaper parts/manufacturing, then Boeings brand image would be significantly damaged resulting in long term consequences for the firm.

Where did you see context and balance?



Expectations and Workload

We are delighted you have chosen to study Business. You can expect well-planned and resourced lessons delivery, personalised targets setting and offering help and exam support sessions delivered by teachers who are committed to raising your achievement. In return we expect the following:

On Time:

Complete all prep work in advance of lessons
Know your deadlines

Determined:

Be ready to be challenged
Sacrifice study lessons, break, lunch times or after school to complete homework or attend intervention sessions.

Communication:

Ask questions
If you are struggling in the subject seek help from staff or peers asap.

Study Skills:

Complete 1 - 2 hours' worth of homework per week (*combination of written tasks, independent reading and/or note taking and revision*)
Start making revision materials early on.

In addition, business being a subject that continues to change and forward looking, it is a subject that requires writing in context. You cannot rely only on your text book. To be successful you will need to show:

Awareness of business in the real world via media news sources
An ability to conduct independent research
Show logical chains of argument. Don't jump steps, link them in your answers

Compulsory Summer Work

Task 1:

It is impossible to know what businesses will be examined in all your assessments. However, some of the big multinationals will provide you with enough evidence to cover all the aspects of business in your course. Become familiar with these businesses, they will help you contextualise your answers.

Your first Summer challenge is to find out the 'ownership' types/legal structure of these companies listed below

Volkswagen

NHS

Vodafone

amazon

Apple

Nike

Shel

BRITISH
AIRWAYS

TOYOTA

Unilever

TESCO

Cadbury

Nestle

Mars

Rolls
Royce

STARBUCKS

BARCLAYS

HSBC

FACEBOOK

TESL

John Lewis

IKEA

Coca-Cola

Google

Virgin



Task 2:

One of your first topics when you arrive in September will be looking at why businesses exist and what objectives they set for themselves.

You can find out quite a lot about a business from its mission statement.

Definition: A statement of an organisation's aims that uses language intended to motivate employees and convince customers, suppliers and those outside the firm of its sincerity and commitment.

Tasks

1. You are to go online to find the mission statements of THREE separate companies. Choose well known organisations that are different (industry, size, ownership). For example, a supermarket, a mobile phone network, a technology company, a car maker.
2. Comment on each of the mission statements using the definition above to assess how effective they are. What type of language is used? Would it motivate employees and impress customers and suppliers? Perhaps you feel the mission statement is ineffective. Give your reasons
3. When you have completed 2 you should then weigh up each of the statements and make a judgement about which is the most effective and give your reasons.
4. Carry out some research on the differences between private limited companies (LTD) and Public Limited Companies (PLC).
5. Stretch & Challenge Task. For Starbucks research their mission statement at:
<https://www.thebalance.com/starbucks-mission-statement-2891826>
 - a) Explain how this information is useful to senior managers at Starbucks.
 - b) Why do well-known businesses publicise their mission statements on their website?



FINAL TASK

1. Complete the key terms list on page 2, include ***furlough and shrinkflation***
2. Choose 3 companies from the list provided for task 1. Create a fact file on each of the companies. The fact file should not be longer than two pages of A4 or 10 slides. You can do a mix of both.
 - a. Who they are and what they do
 - b. Key financial information on them
 - c. Their ownership types
 - d. Recent news articles on the company over the past 12 – 18 months
 - e. Cost of living crisis current and future impacts on the business success
 - f. Their plans for the future (pick out two elements from their annual report)
 - g. Their two major competitors and why
3. Download the three recommended apps. If you don't have a twitter account, then get one! On twitter you can follow the recommended news companies.
4. Choose at least one of the reading books to buy or download from Amazon. Write a short summary of the book, maybe 5 things you have learnt about business...
5. Download the exam board specification. They can be found here:
https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/BTECNationals_Bus_ExDip_Spec.pdf
6. Look through the exam board specification, they can be a real help in understanding your forthcoming course.

Enjoy and most of all embrace Business as a diverse topic that isn't always about making the most revenue and profit (although that is a pretty good answer for most of the questions...)

Good luck!!