Course Outline

BTEC Business Level 3 Extended Certificate

The business course has four units.

They are:

• Investigating Business – an internally assessed unit where you will compare and contrast two businesses, analyse their organisation and investigate the external factors that affect them. In addition, we will look at how businesses use innovation and enterprise, and justify why it is necessary for many businesses

• Developing a Marketing Campaign – in this unit you will need to learn about the 7 Ps of marketing, as well as the aims of specific marketing campaigns whilst considering the budget and timescales of campaigns. In an externally assessed assignment, you will need to apply this learning to a specific business as well as research the market that the business operates in

• Personal and Business Finance – this unit enables you to learn about personal as well as business finance, introduces you to accounting and requires you to evaluate financial sources for a specific business situation. For this unit, you will sit an external written examination

• Recruitment – In this unit, you will learn about the recruitment and selection process, whilst applying this knowledge and understanding to a specific business of your choice. As part of the assessment, you will have to apply for a vacancy, take part in interviews and consider your own personal strengths, weaknesses and areas for development.

As well as this business knowledge, you will need to be able to use IT effectively. Skills you will use and develop are:

• Internet research – being discerning, selective and sourcing correctly

• Word processing – your coursework will need to be presented using a computer. Being able to use word processing software quickly and in a professional manner will be important

• Spreadsheets – you will need to be able to enter data and use spreadsheet skills to create visual ways of representing this data

• Referencing sources – this must be done using the Harvard referencing system. Information on how to do this can be found here <https://www.ukessays.com/referencing/harvard/>

**Recommended Resources**

https://www.bbc.co.uk/bitesize/subjects/zpsvr82 - the business area of BBC bitesize. Whilst aimed at GCSE, this will also provide useful information on many areas, especially if you did not do GCSE.

www.tutor2u.net – website that includes a Business area. Full of blog posts, resources and definitions

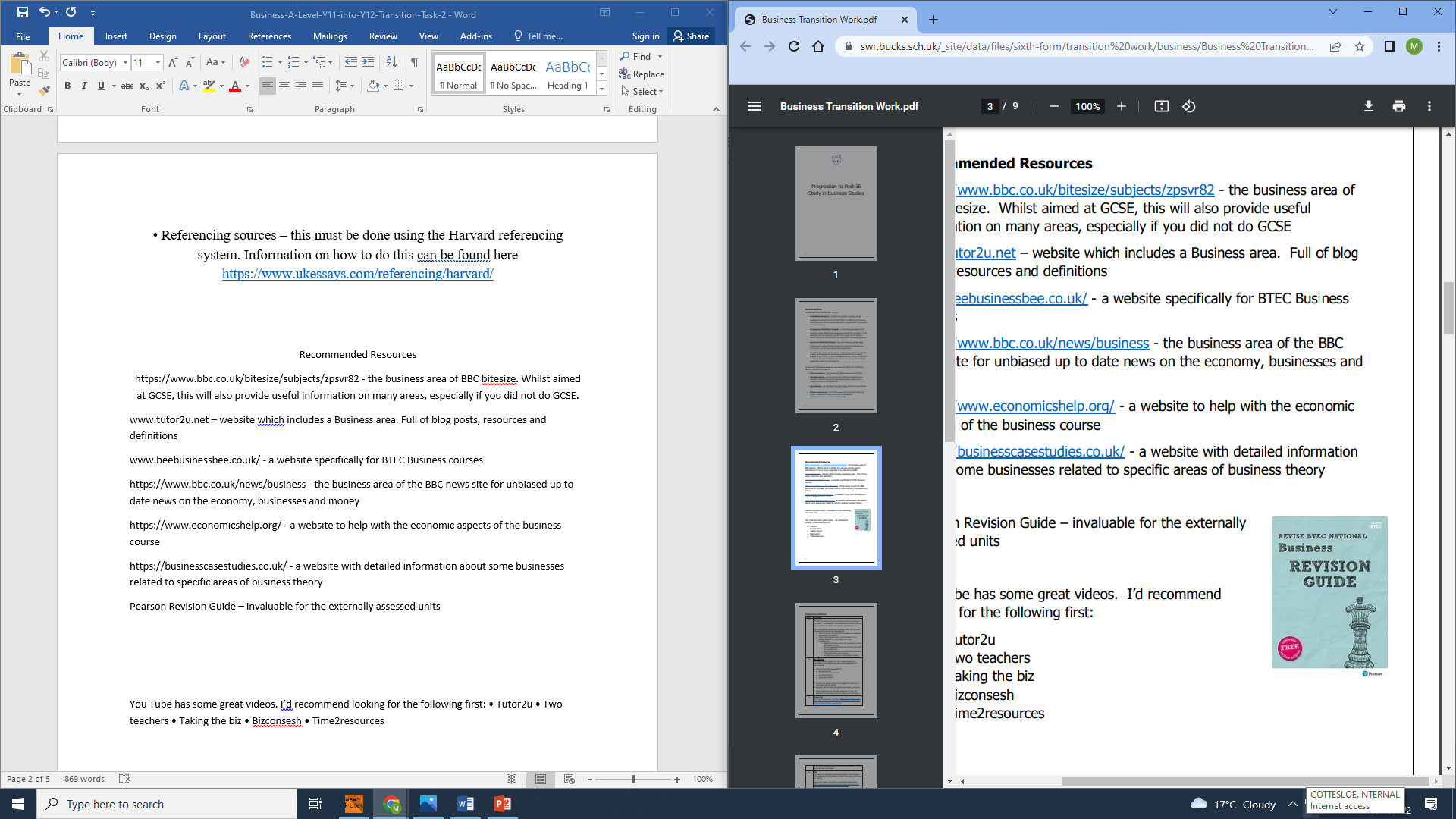
www.beebusinessbee.co.uk/ - a website specifically for BTEC Business courses

https://www.bbc.co.uk/news/business - the business area of the BBC news site for unbiased up to date news on the economy, businesses and money

https://www.economicshelp.org/ - a website to help with the economic aspects of the business course

https://businesscasestudies.co.uk/ - a website with detailed information about some businesses related to specific areas of business theory

Pearson Revision Guide – invaluable for the externally assessed units



YouTube has some great videos. I would recommend looking for the following first: • Tutor2u • Two teachers • Taking the biz • Bizconsesh • Time2resources

**Transition Task1**

To have a successful business you need factors of production: land, labour, capital and enterprise. An entrepreneur is a person who can organise these four factors of production whilst taking risks.

Use the suggested web links, plus YouTube videos and your own knowledge to complete the following task:

• What are the key characteristics and skills an entrepreneur will need to be successful?

• Select TWO entrepreneurs, e.g. Anita Roddick, Clive Sinclair, Steven Bartlett, Ben Francis, Nitin Passi, Kylie Jenner, Oprah Winfry…………..

• For EACH one

o explain what business they set up, assuming I have never heard of them

o how they demonstrated the characteristics and skills of an entrepreneur

o when they have failed, and how they overcame this

o evidence that they are successful

o any else that you think is interesting or relevant

**Transition Task2**

Business Analysis

Choose a business with which you are interested in (not Tesco); which has plenty of links on the internet and a lot of information available about it.

Research the business and create a report which describes the business and identifies the market opportunities it offers in the next few years.

This report should include:

* The Name, brief history of and a description of the main purposes of the business
* Description of the key brands – locations; the type of people the business is aimed at.
* Key statistics especially finances
* The mission and main aims of the business.
* Two market opportunities it could exploit in the future – this means find out what the business could do to be successful in the future.

Your work should be in your own words, not copied and pasted. You should organise and present your work so that it makes an excellent first impression.

**Transition Task3**

Let’s look at Tesco as it is a large business and is based in the UK (UK plc have to give the public much more information than American ones)

Using Tesco’s website and your own research, write a report with a bibliography and references (at least 2 pages) that answers the following points:

**Title: Features of Tesco –**

* + in this section you are to identify and summarise Tesco’s history|
  + the activities they are in e.g. (what is sells, who it sells too, where it sells its products) | location of headquarters and how many stores they have
  + how many people they employ
  + What type of business format is Tesco and explain some possible advantages and disadvantages of this format!

**Title: Aims and objectives. - State the aims and objectives. The company report might help you here**.

* + Try to find examples to illustrate each aim. I.e. If one aim is to make a profit, find out their profit figures in the last year, if another aim is to help society give examples of the charity events they hold.
  + Explain- do you think they have achieved their aims?

**Title: Financial position (use Tesco 2019 annual report)** <https://www.tescoplc.com/media/476423/tesco_ar_2019.pdf>

* + Summary of key financial data that you feel is relevant
  + Explanation how well financial Tesco was run in 2019?

**Title: Stakeholders:**

* + Research the term stakeholder and then Identify and explain at least three (3) stakeholders of Tesco i.e. what each one might want out of the business and any influence they may have on the decisions Tesco makes!

**Transition Task4**

Supply and demand- Economics

Define:

Supply-

Demand-

Elasticity-

At the moment inflation is at a high- the target rate set by the Bank of England is 2%. Currently it is 7.8% and it's due to increase further over the next few months. (Investigate what inflation is).

The rate of inflation has led to many businesses increasing their prices.

Please select a business and investigate the impact this is having on them in terms of both supply and demand. Research widely and provide a detailed report including examples, evidence and implications.

Also add if the business is elastic or inelastic and what this means for them in terms of demand.

**Transition Task5**

**CSR**

CSR stands for Corporate Social Responsibility.

It has become more important for businesses to include this in their overall aims and strategy. Use the link below, and others to complete the tasks below. https://www.tutor2u.net/business/reference/corporate-social-responsibility-during-the-coronavirus-pandemic

1. What is CSR?

2. During the pandemic what have been good examples of CSR?

3. During the pandemic what have been poor examples of CSR?

4. What are the benefits of good CSR for businesses?

5. Why might a business not have good CSR?

6. Research Carroll’s CSR pyramid.

Find examples of businesses or individuals who would fit into each level of the pyramid

Present this work as in a Google Document with a bibliography

**Transition Task6**

**PESTLE Analysis**

Watch- <https://www.youtube.com/watch?v=sP2sDw5waEU&t=30s> and take notes.

| **Task**  A PESTLE analysis investigates the wider external business environment and the impact factors outside of a businesses control has on a company.  Conduct a **PESTLE** analysis of Boohoo to identify any threats that they have faced **outside** the business.  Use each section of the PESTLE model to explain what it means and give an example of how the point impacts Boohoo, it can be positive or negative or even both!  For each letter please have at least two points- explain them and discuss the impact the point has on Boohoo-Use full paragraphs.  Bibliography is needed please. |
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**Transition Task7**

**“A week in Business”.**

Select a business you are interested in

1. Pick a week and follow the news for that week. Select 7 pictures, one for each day (although these do not necessarily have to be consecutive days in the same week – any 7 days will do!) to represent a business news story.

2. For each story, write a commentary/explanation:

a. What is happening?

b. What does it have to do with business?

c. Why is it important?

3. Select the story that you found most interesting. Why was this?

4. Be prepared to present your stories and discuss them at the start of term.

Present your findings on a Google slide or PowerPoint.