



St Benedict's
Sixth Form

BTEC Level 3 BUSINESS STUDIES TRANSITION PACK



Opening
a business



Getting a
location



Accessing
finance



Dealing with
day-to-day
operations



Operating in a
secure business
environment



Starting a
business



Employing
workers



Dealing with
construction
permits



Getting
electricity



Registering
property



Getting
credit



Protecting
minority
investors



Paying
taxes



Trading
across
borders



Contracting
with the
government
(coming soon)



Enforcing
contracts



Resolving
insolvency



St Benedict's Sixth Form

RESEARCH LINKS

BOOKS/MAGAZINES	<ul style="list-style-type: none">▪ Pearson BTEC National Business Student Book 1 & 2▪ The Pocket Sized Revision Guide (Daydream Education)▪ The Grocer, Management Today, Marketing Week (Magazines)
WEBSITES	<ul style="list-style-type: none">▪ https://www.bbc.co.uk/bitesize/subjects/zpsvr82▪ https://www.tutor2u.net/business▪ www.businessballs.co.uk
TV/YOUTUBE CHANNELS	<ul style="list-style-type: none">▪ Dragons Den (BBC)▪ Gordon Ramsey's Kitchen Nightmare (Channel 4)▪ Undercover Boss (4oD)▪ Tutor2u YouTube Channel▪ Beebusinessbee YouTube Channel
SOCIAL MEDIA	<ul style="list-style-type: none">▪ https://businessculture.org/northern-europe/https-businessculture-org-northern-europe-uk-business-culture-uk-arts-in-london/uk-social-media-guide/
PODCASTS & 'OTHER'	<ul style="list-style-type: none">▪ The Small Business Sessions (Apple/Spotify)▪ She Means Business Show (Apple/Spotify Podcast)▪ Conversations of Inspiration (Apple/Holly & Co website)▪ StartUp Podcast (Apple/Spotify and more!)

Baseline Assessment

In September, an assessment will be undertaken to consider suitability for the course. The assessment will comprise of:

- A review of summer work
- Assessment of a preliminary practical task that you will produce in the first 2 weeks.



St Benedict's Sixth Form

SECTION A: What are businesses? - Understanding Business Purpose

A business can take many different forms, from a self-employed window cleaner to a second-hand car dealer, from a small local sandwich shop to an international fast food outlet.

They are all set up to achieve an aim, but how they achieve that aim can depend upon many factors, including; what type of ownership they have, who their customers are, what market they are operating in, how many competitors they have and what resources are available to help them achieve their goals.

Below are five well-established businesses that operate in the UK, but they all operate in different ways.



Task 1

Research the businesses above and identify their features.

Complete one side of A4 for **each business** that summarises the following:

- **Its History** – When was the business first established and how did it develop?
- **Its Purpose** – What is it set up to do and how do they do it?
- **Its Ownership** – What type of 'ownership' does the organisation have?
- **Its Size** – How many UK outlets do they have?
- **Its Turnover** – How much money does the business gain? /Have a budget for?
- **Its Aims & Objectives** – What does the organisation want to achieve in the future?

EXTENSION: Research a business that ***does not*** operate in any of the industries identified above and provide an A4 summary of its features.



St Benedict's Sixth Form

SECTION B: What are Businesses? – Understanding Business Competition

All businesses face competition. There are many enterprises that operate in the same industry sector that are trying to attract the same customers as their rivals. Below are the 'big three' media streaming services in the UK.



Task 1

Research each of the businesses and describe how each of the services offered above compete with one another.

Create a table that identifies and compares how each of the services are similar and, how each of the services are different. Consider areas such as price, quality, range of goods offered, availability, customer interests, etc.

Write a concluding paragraph under your table explaining which business you think offers the best service and value for money overall. Provide reasons to justify your conclusion.

EXTENSION: Identify *three music streaming* services and complete a similar table comparison identifying services, features, customers and turnover.

Task 2

Streaming services have become a major force in the entertainment industry over the last decade largely due to the development of technology and changes in society. How do you think that streaming services and technology will impact on business during the next decade? What well known brands may not exist because of it? What new types of businesses may be created because of it?

Create a power point or Google slides presentation, of no more than 6 slides (or a report of no more than 2 sides of A4) describing what you think may happen to businesses in the future because of changes in technology.



St Benedict's Sixth Form

SECTION C: Good Practice – Understanding Business Activity

Business affects every aspect of our lives in one way or another and it impacts both positively and negatively in many ways. It is a forward looking subject that continues to change. Because of its importance to the economy business events are constantly reported upon in the news and other media outlets.

- **TASK:** Throughout the Summer select the business stories that you find most interesting each week and summarise the main facts of the story with a headline and no more than 5 bullet-points.

This will help you to keep up to date with current business events and will help you to get used to business terminology and vocabulary.

Business uses terminology and definitions that you may or may not have heard or used before in a similar context.

- **TASK:** Familiarise yourself with some key terms that are likely to be used in many of your business lessons.

Key word	Definition
Entrepreneur	Someone who creates a business, taking on financial risks with the aim of making a profit from the business
Consumer	Someone who buys and uses goods and services
E-commerce	Using the internet to carry out business transactions
Social media	Websites that allow users to interact with other users, by sharing text-based messages, pictures or links to online content
Demographic	Relating to the population, such as average age, average income and so on
Market research	The process of gathering information about the market and customers' needs and wants in order to help inform business decisions
Cash flow	The amount of money coming in and going out of the business and the timing of the movement
Sales revenue	The amount of money that comes in from a business's sales
Stakeholder	Anyone who has an interest in the activities of a business, such as its workers, its suppliers, its directors, the local community and the government
Ethics	Moral principles or standards that guide the behaviour of a person or business
Unique selling point (USP)	Something that makes a product stand out from its competitors
Loyalty	Wanting to always support something or someone
Market share	The proportion of sales in a market that taken by one business
Economy	The system by which a country's money and goods are produced and used



St Benedict's Sixth Form

BTEC Level 3 Business Course Structure 2020

FIRST YEAR	
Block 1 (Year 12 Certificate and Extended Certificate)	Block 2 (Year 12 Extended Certificate Only)
<p>Unit 1: Exploring Business (Internal Assessment 90 hours)</p> <p>Unit 2: Developing a Marketing Campaign (External Assessment - 90 Hours)</p>	<p>Unit 6: Principles of Management (External Assessment - 120 Hours)</p> <p>Unit 14: Investigating Customer Service (Internal Assessment - 60 Hours)</p>
SECOND YEAR	
Block 1 (Year 13 Extended Certificate and Diploma)	Block 2 (Year 13 Diploma Only)
<p>Unit 3: Personal and Business Finance (External Examination - 120 Hours)</p> <p>Unit 8: Recruitment and Selection Process (Internal Assessment - 60 Hours)</p>	<p>Unit 4: Managing an Event (Internal Assessment - 90 Hours)</p> <p>Unit 5: International Business (Internal Assessment - 90 Hours)</p>

- **Certificate** **180 GLH* - 2 Units** (1 mandatory/1 optional)
 - **Extended Certificate** **360 GLH - 4 Units** (2 mandatory/2 optional)
 - **Diploma** **720 GLH - 8 Units** (6 mandatory/2 optional)
- *GLH = Guided Learning Hours

Questions

1. If you were studying for an extended certificate in Year 12, what units would you have to successfully complete?

2. If you only study units 1 and 2 in Year 12 and only units 3 and 8 in Year 13 and are successful, what qualification will you gain at the end of the course?