



UXBRIDGE  
HIGH SCHOOL



# Sixth Form Transition Pack

**BUSINESS STUDIES (BTEC)**

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# COURSE INTRODUCTION

Businesses are all around us; we all know and can recognise them instantly. Brands like Coca Cola, Cadbury and McDonalds are sold on every high street, in every city, every day across the country. But how do businesses like these work?

BTEC Business Level 3 teaches you how business operates. One day you will be learning about accounting: where accuracy and number skills are paramount to analyse cash flow, costs and profit. The next day you could be measuring how creativity ensures a product will sell. Our course is incredibly varied and covers the essential skills, such as communication and leadership, which you will need to one day manage or lead a business yourself.

***“If someone offers you an amazing opportunity but you are not sure you can do it, say yes - then learn how to do it later.”***

***Sir Richard Branson, founder of Virgin***

We offer two qualification pathways, the extended certificate which is the equivalent to one A-Level and the diploma course, worth the equivalent to two A-Levels.

Certificate students will complete four units over the two years, two pieces of coursework and two exams; while Diploma students complete eight units over the two years, three are exams and five are via coursework.

Of the units undertaken, several are mandatory and include:

Unit 1: Exploring business (coursework, certificate and diploma)

Unit 2: Developing a marketing campaign (exam, certificate and diploma)

Unit 3: Personal and business finance (exam, certificate and diploma)

Unit 4: Managing an event (coursework, diploma only)

Unit 6: Principles of management (exam, Diploma only)

## Expectations of you

The Business BTEC courses are the next step after successfully completing GCSEs or the VCert in Enterprise. The course is designed to build on your previous learning and knowledge and assist you in developing the necessary skills to complete the course. In order for you to excel at BTEC level and achieve your targets, you need to acknowledge and agree to the following;

- Attendance = attainment. Attend all lessons, arrive on time and bring all the necessary equipment and resources. Do not book appointments during lesson hours.
- Work to the best of your ability in class and focus on the lesson
- Listen respectfully to the views of other students and consider how your own views are developing
- Complete all homework on time - this includes printing out resources
- Keep up-to-date with business in the news either online or via newspapers
- Complete all necessary research (as directed)
- Make sure you check your emails and are part of the relevant email groups for additional resources and tasks.
- Attempt all work. If you are unsure of what to do, of course you may ask questions, but you must develop greater independence
- Take advantage of any spare time to work develop your ideas or seek help on areas you're unsure of
- Keep to deadlines!

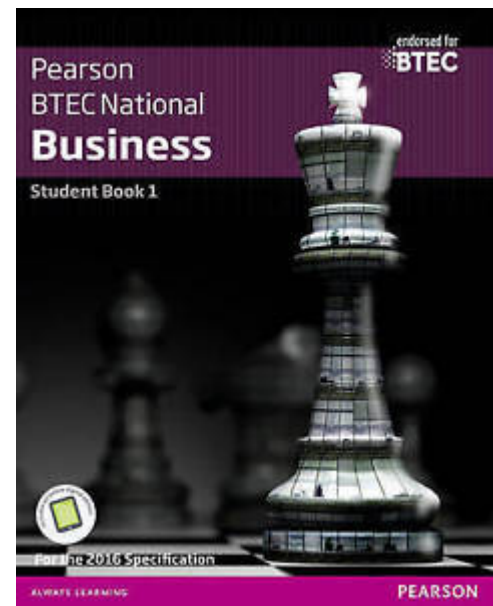
## Essential summer reading

There is an official textbook available for you to read ahead and develop an initial understanding of our topics.

We study for the Edexcel Pearson exam board qualification, use their website to see the specification.

<http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

And you can look online at additional resources, especially here: [www.tutor2u.net/business](http://www.tutor2u.net/business)



## Essential summer viewing/listening

Check the BBC News website for breaking news under the 'business' tab once a week. Print off stories that link to specific areas of the course, read and annotate them, and add to your file at the relevant point.

Keeping up-to-date with current affairs is essential for Business Studies and we expect students to regularly read newspapers and magazines, and watch programmes like Newsnight and Question Time.

## Summer task to be completed

The following task is designed to develop your understanding of the coursework topic, specifically making a start with Unit 1 (Exploring Business) which all students need to complete. You can hand-write, or type up your answers.

Most businesses rely on making a profit. The bigger the profit, the more successful the business. Although, remember that not every business measures its success by the amount of profit it makes. The way a business is organized to deliver its aims and meets the needs of its customers is critical to its success.

## Task: Explain the features of three contrasting businesses.

Remember, another word for “feature” is “characteristic” or “attribute”; therefore, business features comprise the characteristics that make up every organisation. You should select two businesses that operate in differing markets and possibly of different size/ownership. For example, picking Jack’s fish and chip shop - a relatively small, family-run business in the food market, whilst Tesco is a large public limited company providing all manner of goods.

- Complete a “case study form” on each business detailing the following:
  - a. Introduction to the business - when were they founded? What do they sell?
  - b. The type of business - this includes the primary, secondary and tertiary sectors
  - c. The purpose of the business
  - d. The ownership of the business - compare sole traders, partnerships, private and public limited companies, franchises, not-for-profit companies, etc. And don’t forget liability.

The case study form can be downloaded here:

<http://sites.google.com/site/sblbusinessbteclevel3/home/btec-level-3/unit-1/pass/P1%20Business%20Case%20Study.doc?attredirects=0&d=1>

Further information to assist you, can be found here:

Primary sector: [http://en.wikipedia.org/wiki/Primary\\_sector\\_of\\_the\\_economy](http://en.wikipedia.org/wiki/Primary_sector_of_the_economy)

Secondary sector: [http://en.wikipedia.org/wiki/Secondary\\_sector\\_of\\_the\\_economy](http://en.wikipedia.org/wiki/Secondary_sector_of_the_economy)

Tertiary sector: [http://en.wikipedia.org/wiki/Tertiary\\_sector\\_of\\_the\\_economy](http://en.wikipedia.org/wiki/Tertiary_sector_of_the_economy)

Ownership: <http://businessed.co.uk/index.php/home/theory/gcse/ocr-gcse-9-1-public#1-3-business-ownership>

You should create a full case-study essay, detailing each of the three companies, explaining their features, discussing positive and negatives about their characteristics and making comparisons, where appropriate, between the companies.

BTEC themselves, have previously provided an example which you can use to structure your case studies (don’t forget to include any references - use Harvard Referencing method).

<http://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbnczYmxidXNpbnVzc2J0ZWNSZXZlbDN8Z3g6NjkkxYjAwMjI1ODEyM2I2Ng>