



**BTEC BUSINESS EXTENDED
DIPLOMA SUMMER WORK
2020**

Course Outline

The business course has seven units in Year 1. 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.
- **Customer Service** - this unit enables you to learn about how businesses use customer service to increase sales and therefore profit. Working with Tesco's, we will investigate the importance of customer service. Ask the question does it really matter and consider how a business can improve.
- **Managing an Event** - one of the key growth areas in terms of business in the Salisbury area is Events management. Working with the team from the Goodwood Estate we will investigate the role of an events organiser, the key elements that bring success and then you will organise your own event.
- **Work Experience** - as we end our first year of the course you will complete a one week work experience. Your focus will be around your future pathway, which maybe, management, marketing, financial services, events management, retail or any other career you are considering. It is a chance to put theory into practice.

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 which 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

You Tube has some great videos. I'd recommend looking for the following first:

- Tutor2u
- Two teachers
- Taking the biz
- Bizconsesh
- Time2resources

Preparatory Activities

Task	Activities
1	<p data-bbox="341 315 507 344">Enterprise</p> <p data-bbox="341 349 1347 459">To have a successful business you need 4 factors of production: land, labour and enterprise. An entrepreneur is a person who can organise these four factors of production whilst taking risks.</p> <p data-bbox="341 501 1430 573">Use the suggested weblinks, plus youtube videos and your own knowledge to complete the following task:</p> <ul data-bbox="392 577 1426 1070" style="list-style-type: none"><li data-bbox="392 577 1426 649">● what are the key characteristics and skills an entrepreneur will need to be successful?<li data-bbox="392 660 1426 732">● Select TWO entrepreneurs, e.g. Anita Roddick, Clive Sinclair, Jamie Oliver, Alan Sugar, Steve Jobs<li data-bbox="392 743 1426 1070">● For EACH one<ul data-bbox="488 786 1382 1070" style="list-style-type: none"><li data-bbox="488 786 1382 857">○ explain what business they set up, assuming I have never heard of them<li data-bbox="488 869 1382 940">○ how they demonstrated the characteristics and skills of an entrepreneur<li data-bbox="488 952 1382 981">○ when they have failed, and how they overcame this<li data-bbox="488 992 1382 1021">○ evidence that they are successful<li data-bbox="488 1032 1382 1061">○ any else that you think is interesting or relevant
2	<p data-bbox="341 1140 536 1169">Key Markets</p> <p data-bbox="341 1173 1417 1245">It is really useful in business to have a good background knowledge of key markets, and who are the biggest firms in those markets.</p> <ol data-bbox="341 1288 1426 1839" style="list-style-type: none"><li data-bbox="341 1288 1426 1529">1. Find out the market share data for:<ul data-bbox="392 1330 863 1529" style="list-style-type: none"><li data-bbox="392 1330 691 1359">● UK supermarkets<li data-bbox="392 1370 863 1400">● Mobile phone manufacturers<li data-bbox="392 1411 711 1440">● Car manufacturers<li data-bbox="392 1451 735 1480">● High street retailers<li data-bbox="392 1491 612 1520">● Travel firms<li data-bbox="341 1599 1382 1671">2. In each case identify which is the biggest firm and by how much they lead the market.<li data-bbox="341 1682 1426 1839">3. Research whether there have been any changes in the last 10-20 years and the impact this has had. For example, in the travel market we have seen the emergence of Jet2, the decline of Thomas Cook, and First Choice and TUI merging.

<p>3</p>	<p>Inside Aldi Watch this documentary from My5: https://www.my5.tv/inside-aldi-britain-s-biggest-budget-supermarket/season-1/inside-aldi-britain-s-biggest-budget-supermarket</p> <p>As you watch the documentary, complete the workbook. Submit this at the end of the week.</p>
<p>4</p>	<p>CSR CSR stands for Corporate Social Responsibility. It has become more important for businesses to include this in their overall aims and strategy.</p> <p>Use the link below, and others to complete the tasks below. https://www.tutor2u.net/business/reference/corporate-social-responsibility-during-the-coronavirus-pandemic</p> <ol style="list-style-type: none"> 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 <p>Present this work as a word processed document with a bibliography</p>
<p>5</p>	<p><u>Personal Finance</u> A key influence on being able to borrow money as an individual is related to your credit rating.</p> <p>Research and create a PowerPoint that can be used in assembly to present to the rest of your year group. Include additional information in the speaker's notes area. You may want to include an embedded video.</p> <ol style="list-style-type: none"> 1. A title slide 2. What is a credit rating 3. Which organisations provide credit ratings 4. Why is a credit rating important 5. What could lower your credit rating 6. What can you do to improve your credit rating 7. Links for suggested advice 8. A bibliography

<p>6</p>	<p>Interest Rates This is a really important concept because it appears in at least three units. Interest rates are an external influence on businesses, and also affect financial decisions for individuals and businesses.</p> <ol style="list-style-type: none"> 1. What is an interest rate? 2. Who sets the base rate? How is this different to the rate that consumers and businesses pay? 3. Find some examples of different rates of interest for different products, e.g. an overdraft, loan, mortgage, payday loan. Why do you think the rates vary so much, and why are they different to the base rate? 4. Find an image of interest rates over time. What is so significant about current rates of interest? 5. What is the impact of low interest rates on the cost of borrowing? How is likely to affect levels of consumer income and spending? 6. What is the impact of low interest rates on savers? How might this affect the income level and spending of those that rely on the savings they have built up? 7. Given your answers to Q5 and 6, why do you think interest rates have been lowered recently? 8. Interest rates are charged to consumers on borrowing, mortgages being one of these types of borrowing. What is a mortgage? 9. What is the difference between fixed and variable rate mortgages? 10. What are the benefits and limitations of fixed rate mortgages for consumers?
<p>7</p>	<p>Business Ownership You need to be able to understand the different forms of business ownership including:</p> <ul style="list-style-type: none"> ● Sole trader ● Partnership ● Private limited company ● Public limited company ● Co-operative ● Public sector <p>Produce a document that explains what each of these forms of ownership mean. You should include information such as</p> <ul style="list-style-type: none"> ● The liability of the owners ● Number of owners ● How the business is set up ● How profits are shared ● Advantages and disadvantages

	<ul style="list-style-type: none"> • Examples <p>Include a bibliography of sources.</p>
8	<p>Factors affecting a business success</p> <p>Watch an episode of Gordon Ramsay's Kitchen Nightmares (they can be found most days on Channel 4, More 4, Four7, or you can find one on youtube)</p> <p>In this program he visits a restaurant or hotel that is not doing well. He then works with the owners in an aim to make the business successful, involving some fiery conversations!</p> <p>Produce a report for me that includes</p> <ul style="list-style-type: none"> • Title of the episode • Background on the restaurant – this will require additional research • What Ramsey identifies as being the mistakes the business is making • Definitions and explanations of any business terms he includes, e.g. break even • What he does to make the business more successful • An explanation as to how this will make the business more successful • An update on the business now – is it still running? Same owners, etc? – this will be given at the end of the program, but will also require some additional research as some of the programs are a few years old
9	<p>Changing markets</p> <p>Markets do not stay static. The supermarket market is one very good example of this.</p> <p>You will need to watch this Channel 5 documentary Aldi Vs Lidl</p> <p>Make notes on the programme to ensure you identify the key issues raised.</p>
10	<p>Understanding business sectors</p> <p>Watch this video here: https://www.youtube.com/watch?v=JJQOTGxqpyU</p> <p>From this and other sources, define, and give examples of businesses that operate in the following sectors</p> <ul style="list-style-type: none"> • Primary • Secondary • Tertiary • Quaternary

	<p>Now from BBC iPlayer, select one of the Inside The Factory documentaries presented by Gregg Wallace</p> <p>Produce a report that includes:</p> <ul style="list-style-type: none"> ● Title of the documentary, i.e. soup, liqueurs, Brompton Bikes ● What are the raw materials that go into the product? Who are the primary businesses that supply these? ● The factor is the secondary aspect – what stages does the final product go through? Is it job, batch or mass production? (research these terms) ● Is the product customised at all? How is this achieved? ● Who are the tertiary businesses that the product is then sold onto? ● How is the product distributed – direct to the customer, to a warehouse or direct to retailers? ● Who do you think is the target consumer for the product? ● What external factors do you think affect the demand for this product, the price it can be sold at, and the level of output? (this links back to the work from Week 5) ● Has the factory in the documentary had to adapt its production methods over time? How and why? ● Do you think that it will need to change further?
<p>11</p>	<p>Business investigation</p> <p>Select one business that you are interested in that you have not already looked at in these preparatory tasks. Conduct some research and produce a report that includes:</p> <ul style="list-style-type: none"> ● Name of the business ● History of the business ● Current and any former types of ownership ● What it produces ● The sector it operates in ● Market data on the business, i.e. its market share, turnover, profit levels ● Factors that may influence the levels of demand and supply for this specific business ● How the business has been affected by the pandemic and what actions it has taken ● Anything else that you think is relevant to business studies topics ● A bibliography

If you need any help please do not hesitate to contact me via email:

sprice@salisbury6c.ac.uk



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