



BTEC Business Summer Bridging Work



Subject: BTEC Business Pre Sixth Form Tasks



Course Outline

The business course has four units. They are:

Exploring a Business – in this unit you will need to learn the purposes of different businesses, their structure, the effect of external environment and how a business must be dynamic and innovative to survive. The unit will enable you to see how a business can be successful with the correct ingredients, how a business is organised, show you that communication is key along with the environmental characteristics. This unit is an internal unit and will be assessed by your teacher.

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

Investigating Customer Service – in this unit you will learn how excellent customer service contributes to business success, looking at the costs to a business of attracting new customers been higher than keeping existing customers, meaning the existing customers need to be kept happy. You will learn first-hand how to build relationships with internal and external customers and how to give them excellent customer service that exceeds the expectations and needs. You will evaluate your own skills to create an audit and show reflection on how you can improve. This unit is an internal unit and will be assessed by your teacher.

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

<https://www.ukessays.com/referencing/harvard/>

Activity 1- Write a newsletter on a business of your choice

Pick a large business that is **based in the UK** e.g. Tesco. (A UK plc has to give the public much more information than an American one)

Using its website, company annual report and other research write a report on the business.

In your newsletter you should

Identify the features of the business –explain its history, what its activities are, where is it based, how many stores it has, how many people it employs, who owns the business.

Find out its aims and objectives. The company report might help you here.

Try and 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. Do you think they have achieved their aims? What is the evidence?

Identify the stakeholders of the business (anyone who is affected by the business) and explain what each one might want out of the business.

Identify how they interact with customers (social media, telephone, email) identify the types of customers they have (gender, age, location,)(customers are not just external they can be internal too)

Activity 2 -Marketing Campaign



Design a marketing campaign for a new Healthy Yogurt Drink

What Is a **Marketing Campaign**? **Marketing campaigns** promote products through different types of media, such as television, radio, print, and online platforms. **Campaigns** are not solely reliant on advertising and can include demonstrations, video conferencing, and other interactive techniques.

See diagram below for guidance

Visit the following website to help build a campaign

<https://www.smartinsights.com/traffic-building-strategy/campaign-planning/structure-effective-campaign-plan/>



Activity 3 - Personal & Business Finance

Watch an episode of “The Martin Lewis Money Show”.

Then write down at least 2 advice he gave to consumers.

Why did he give such advice?

Test out your quantitative skills on the next 4 slides

A painting is purchased for £120 and sold for £300. Find the % increase in its value.



Increase £30 by 12%



A car is purchased new for £20,000 and depreciates by 20% each year. Find its value after 2 years.



Sales of Chooky chocolate bars were 200,000 units in 2012 and then 360,000 in 2013. Calculate the percentage change in sales.



Watch an episode of Gordon Ramsey's Kitchen Nightmares (they can be found most days on Channel 4, More 4, Four7, or you can find one on youtube)

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, using involving some fiery conversations!

Produce a report for me that includes

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

Link to Subject Specification

Pearson BTEC Level 3 National Extended Certificate in Business

https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/9781446938218_BTECNationals_Bus_ExCert_Spec_Iss3C.pdf

This must be downloaded and printed if not provided by department in another format

Suggested Reading List and Subject 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