World-class learning
Everyone can be successful; always set and expects the highest standards

The highest expectations
Create solutions not excuses; make positive thinking a habit

No excuses
Believe you can improve; work hard and value feedback

Growth mindset
Resilience is essential; be relentless in the pursuit of excellence

Never give up
Diversity is celebrated; see the best in everyone

Everyone is valued

Wath Sixth Form Subject Preparation Pack

BTEC BUSINESS
What is BTEC Business?

This qualification gives you the breadth and depth of Business that will prepare you for further study or training. This course covers a range of aspects within a business and the external environment. The learning programme covers the following content areas:

- Business environments
- Finance
- Marketing
- International business
- Management.

Why should I study BTEC Business?

Business is a valuable subject to study as you will all at some point or another work in, own or manage a business. Having a clear understanding of all areas of business put you at a clear advantage for success.

BTEC Business provide transferable knowledge and skills that prepare you for progression to university and employment. The transferable skills include:

- the ability to learn independently
- the ability to research actively and methodically
- being able to give presentations and being an active group member.

What careers could BTEC Business lead to?

Business is a subject that will offer a wide array of careers just due to its sheer relationship between the individual and their working life. There are careers that can have a direct link and studying business code aid you even further.

Areas of employment include junior business roles in marketing, administration, finance, financial services, procurement, events management, human resources, and other related areas in the business sector.
What will I study?

At Wath Academy we cover the Edexcel BTEC Business syllabus which covers a breadth of knowledge split across 4 units.

**Unit 1**
Exploring Business.

In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

In this unit, you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits.

**Assessment method:** Internal coursework through 3 written reports.

**Unit 2**
Developing a Marketing Campaign.

Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.

You will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers’ needs and wants. You will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake.

**Assessment method:** External controlled assessment.

**Unit 3**
Personal and Business Finance.

Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.

This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties.

**Assessment method:** External exam.

2 hours written paper.

**Unit 4**
Recruitment and Selection Process.

Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews and review their performance.

Recruiting the right people is essential to the success of a business. It is important that the processes and procedures involved in recruitment and selection meet the needs of the business and comply with current regulations. You will learn that successful recruitment is key to maintaining the success of a business, as people are often considered to be the most valued resource.

**Assessment method:** Internal coursework through 2 written reports.


How will I be assessed?

The Business BTEC Qualification is assessed through two internal pieces of coursework and two externally assessed examinations. All units currently have one resubmission attempt per unit.

Meet the staff

If you choose to study Business, ICT, Computer Science or Economics next year you may be taught by the following staff....

Head of Faculty/Associate Assistant Vice Principal - Mrs Schofield

I have a real passion for the subjects I teach and, the best part is, I have the opportunity to instil this enthusiasm in the students I teach every day!

I teach Business, Economics and ICT. These are subjects that allow us to explore what has happened in the past, what is happening now and predict what could happen in the future. It’s great to see how one new product innovation can spark so much detailed discussion and interest amongst students. These are subjects that do not stand still but are constantly evolving and it’s exciting to be part of exploring, sharing and discussing the world we live in.

Really looking forward to meeting you all in September.

Head of ICT and Computer Science – Mr Wilby

We live in a constantly changing world that heavily relies upon computers and ICT. Technology has undoubtedly enriched our lives pulling countries closer together and expanding our knowledge and understanding of what happens around us through the development of electronic devices and the global sharing of information. I have already seen many technological advancements in my lifetime and following these developments and predicting future technologies through analysis with students is something I greatly enjoy.

I believe IT & Computer Science covers such a vast range of topics that there is something within its multiple possible pathways that will appeal to all. We offer creative, technical, ‘hands on’ and theoretical approaches, there is something for everyone and that’s why I love teaching the subject.

Head of Business and Economics and teacher of ICT – Mrs Dunkerley

I currently teach Business and ICT and have been at Wath for over 12 years now, I still really enjoy working at Wath and love the community and friendly feel within the school. I myself fell in love with Business at GCSE level and went on to study Business and Finance at university, where I found I particularly enjoyed the ICT modules. What I relish about teaching both Business and ICT is that both subjects constantly change so topics can be made fun, engaging and link perfectly to the real/outside world. Like with all students, I really look forward to seeing you in the classroom in September!
Teacher of Economics/Business/KS3 manager – Mr Senior

My name is Mr Senior and I’ve been teaching Business & Economics at Wath since 1991!!! I graduated with BA (Hons) Economics from Wolverhampton University and went on to complete a PGCE qualification at Sheffield Hallam.

I love teaching Business and Economics, as it is a real window into the real world for students who haven’t had much experience of life outside school. It’s great to be able to pass on the skills and knowledge that students need to go on and succeed after school, whether at university or in a workplace. My favourite aspect of the subject area is looking at the effects of real-life events from a business/economic perspective. The Coronavirus outbreak, for example, will be remembered long after we’re gone for its impact on not only the health of the world's population but for the economic damage that the world being in lockdown will have caused. Seeing students make the links between such events and the wider impact and knowing that I’ve helped them to develop those skills is really rewarding.

I’ve taught literally hundreds of Sixth Form students and seen so many of them grow into critical thinkers and successful adults over the years. Many of them have gone on to have careers in business/economics and one or two are millionaires!!

Teacher of Business and ICT – Mr Machon

I would describe myself as an approachable yet creative teacher who thrives on getting the best out of all students. Past students would describe me as a joyful yet focused teacher who really creates an enjoyable climate for all. I love Business because it gives you a real sound chance of applying content and knowledge into real-life examples looking at inspirational organisations such as Apple, Sony and Netflix. I have huge passion for Business and love how many unique opportunities it can open for everyone. As well as having a huge interest in Business, I also thoroughly enjoy ICT especially the development of planning, creating and evaluating games. This is because it is very visual and exciting, and therefore having the knowledge of programming brings many different unique opportunities.

Teacher of Computer Science/ICT/Business – Mr Roberts (Joining us in September 2020).

For several years I ran my own business but very much look forward to getting into the classroom and inspiring students! I think my real-world business experience will help me to help you learn and understand the work we will be covering. Like most of you, I like to keep up to date with all the latest technology and the workings of it. My lessons will be fun, interactive and incorporate technology as much as possible. In this ever changing and fast paced world we live in, it’s important to learn about the link between computing and business; hopefully my students will be just as interested as I am!

Recommended resources

This is the textbook predominantly used by school. You may wish to purchase this to help with the tasks in this booklet and to support your learning over the next two years, however, this is not essential. If you are unable to purchase a copy of this, please refer to a wealth of free, high quality online resources below.
This is the revision guide that we recommend for the externally assessed units. You may wish to purchase this to help with the tasks in this booklet and to support your learning over the next two years, however, this is not essential. If you are unable to purchase a copy of this, please refer to a wealth of free, high quality online resources below.

**Tutor2u**

[https://www.tutor2u.net/business/store/selections/btec-national-business-teaching-resources](https://www.tutor2u.net/business/store/selections/btec-national-business-teaching-resources)

This websites offers bitesize information or ‘study notes’ that can be easily found by using the search bar. They also offer free webinar videos available on Youtube. Simply load Youtube and search “Tutor2u BTEC Business” to access a wide range of resources.

**Bee Business Bee**

[http://www.beebusinessbee.co.uk/index.php/pages/223-beebusinessbee-for-business-students](http://www.beebusinessbee.co.uk/index.php/pages/223-beebusinessbee-for-business-students)

Here you can find a range of Business resources and activities that have been designed for use by students.

**BBC Business News**

[https://www.bbc.co.uk/news/business](https://www.bbc.co.uk/news/business)

Keeping up to date with all the latest Business news around the world will broaden your understanding of the subject greatly.

**Additional resources**

The following TV resources may or may not link directly to the specification but are useful in developing your wider understanding of Business theories and concepts.

**Dragons Den (BBC iPlayer)**

**The Apprentice (The Apprentice UK YouTube Channel, BBC iPlayer)**

**Shark Tank (Amazon Instant Video, iTunes)**

**Kitchen Nightmares (ITV player, YouTube)**

**The Profit (Amazon Instant Video)**

**Undercover Boss (Channel 4)**
**Transition tasks**

**Aim:** The aim of these tasks is to develop your understanding of key Business content and key terms to ease the transition into the study of a new subject at Level 3 standard. As a new subject/course you will be exposed to a lot of key terms and studies – some of which can be quite daunting especially when surrounded by GCSE students who may already be fluent in Business specialist terminology. By completing the tasks below, you will consolidate or develop knowledge of important content which will inevitably aid your understanding of the course over the next term.

**Business key terms**

Define each of the key terms below, these need to be in the context of Business and not general.

<table>
<thead>
<tr>
<th>Key term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market</td>
<td></td>
</tr>
<tr>
<td>Promotional methods</td>
<td></td>
</tr>
<tr>
<td>Competitors</td>
<td></td>
</tr>
<tr>
<td>Random Sampling</td>
<td></td>
</tr>
<tr>
<td>Customer feedback</td>
<td></td>
</tr>
<tr>
<td>Field research</td>
<td></td>
</tr>
<tr>
<td>Desk research</td>
<td></td>
</tr>
<tr>
<td>Quota Sampling</td>
<td></td>
</tr>
<tr>
<td>Aims</td>
<td></td>
</tr>
<tr>
<td>Objectives</td>
<td></td>
</tr>
<tr>
<td>The marketing mix</td>
<td></td>
</tr>
<tr>
<td>Revenue</td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td></td>
</tr>
<tr>
<td>Cash flow</td>
<td></td>
</tr>
</tbody>
</table>
### Break-even

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Recruitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Ethics</td>
</tr>
<tr>
<td>Economies of scales</td>
<td>Stakeholders</td>
</tr>
<tr>
<td>Liability</td>
<td></td>
</tr>
</tbody>
</table>

**Finance: Connection wall activity**


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**Ownership types**

When completing Unit 1 it is very important that you understand the different types of Business ownership types and their characteristics. Revise the content, watch the video and complete the template below.

[https://www.bbc.co.uk/bitesize/guides/z4br87h/revision/1](https://www.bbc.co.uk/bitesize/guides/z4br87h/revision/1)

<table>
<thead>
<tr>
<th>Explanation</th>
<th>Strengths</th>
<th>Limitations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole trader</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partnership</td>
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</tr>
</tbody>
</table>

Business calculations: A key part of Business is to be able to calculate your businesses current financial position, this is done using a range of formulas that you will need to learn off by hear for Unit 3. Revise and test your business calculations here;

https://www.bbc.co.uk/bitesize/guides/zxq2hyc/revision/1

Marketing research: for Unit 2 of the Business qualification you will look at the concept of marketing. Revise and test your marketing skills here;

https://www.bbc.co.uk/bitesize/guides/zd4kq6f/revision/1

The departments within a business:

Have a look at several structures of Businesses and find out what the following departments role is with a business.
**Recruitment methods:** Research and find examples of the following recruitment and selection documents. Record your findings in the table below. Also why not have a go at answering the additional question below. This exercise will give you a good insight into Unit 8.

<table>
<thead>
<tr>
<th>Recruitment document</th>
<th>What is its use in the recruitment and selection process?</th>
<th>What content is on the document?</th>
</tr>
</thead>
<tbody>
<tr>
<td>CV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Person Specification</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job description</td>
<td></td>
<td></td>
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<tr>
<td>Application form</td>
<td></td>
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<tr>
<td>Interview feedback form</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interview</td>
<td></td>
<td></td>
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<tr>
<td>Letter of application</td>
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</tr>
</tbody>
</table>

What is the difference between recruitment and selection?
How might you present yourself at an interview? What skills would be useful?

How might you prepare for an interview?

What do you class as your current strengths and weaknesses in an interview situation?

**Stakeholders:** Within one of the Unit 1 assignments, you will need to look in depth at different stakeholders for two different types of businesses. Stakeholders can be either internal or external.

**First challenge** - research and find out the difference between internal and external stakeholders.

**Internal**-

**External**-

**Second challenge** - Mind map some of the different types of stakeholders and explain their ‘influence’ on a business for each.
Useful website to HELP;

https://www.investopedia.com/terms/s/stakeholder.asp