



Wath Sixth Form Subject Preparation Pack

BTEC BUSINESS

World-class learning World-class learning every lesson, every day	The highest expectations Everyone can be successful; always expect the highest standards	No excuses Create solutions not excuses; make positive thinking a habit	Growth mindset Believe you can improve; work hard and value feedback	Never give up Resilience is essential; be relentless in the pursuit of excellence	Everyone is valued Diversity is celebrated; see the best in everyone	Integrity Be trustworthy and honest; deliver on promises and walk the talk
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Contents

- What is BTEC Business?
- Why should I study BTEC Business?
- What careers could BTEC Business lead to?
- What will I study?
- How will I be assessed?
- Recommended resources
- Additional support

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, 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 members

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.

Meet the staff



Mrs Schofield

Teacher of Business and Economics



Mr Roberts

Teacher of ICT, Computer Science and Business

Mr Tingle – Head of Faculty
Teacher of ICT, Computer Science and Business



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.

be distorted by internal and external factors.

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 8

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.

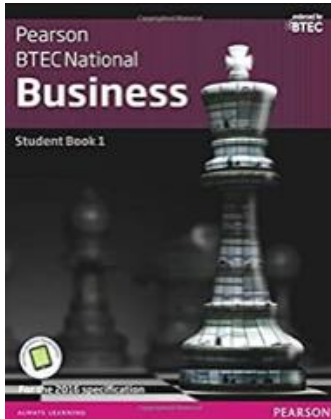
Assessment method:
Internal coursework through 2 written reports.

How will I be assessed?

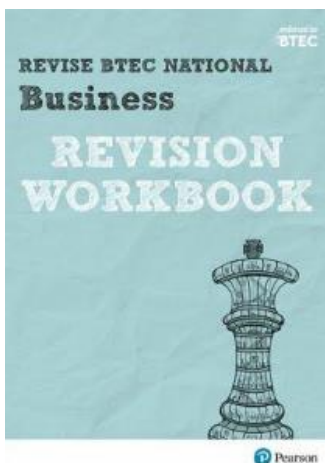
The Business BTEC Qualification is assessed through 2 internal pieces of coursework and 2 externally assessed examinations. All units currently have 1 resubmission attempt per unit.

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>

This website offers bite-size 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>.

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>

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

TV programmes

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)

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

Key terms

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

Key term	Definition
Market	
Promotional methods	
Competitors	
Random Sampling	
Customer feedback	
Field research	
Desk research	
Quota Sampling	

Aims	
Objectives	
The marketing mix	
Revenue	
Profit	
Cash flow	
Break-even	
Motivation	
Recruitment	
Communication	
Ethics	
Economies of scales	
Stakeholders	
Liability	

Finance:Connection wall activity

Use the link below to help you complete the activity focuses on the key terms in the Business Finance section of BTEC National Business Unit 3. Can you connect the four groups of four key terms? <https://www.tutor2u.net/business/reference/business-finance-btec-national-business-unit-3-connection-wall-activity>



Ownership types

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

<https://www.bbc.co.uk/bitesize/guides/z4br87h/revision/1>



	Explanation	Strengths	Limitations
Sole trader			
Partnership			
PLC			
LTD			
Non-for profit			
Franchise			

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.

Finance

Human resource management

Production/operations

Marketing

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.

Recruitment document	What is its use in the recruitment and selection process?	What content is on the document?
CV		
Person Specification		
Job description		

Application form		
Interview feedback form		
Interview		
Letter of application		

What is the difference between recruitment and selection?

How might you present yourself at a interview? What skills would be useful?

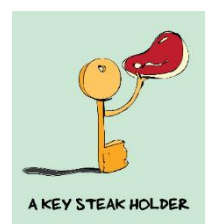
How might you prepare for an interview?

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

Stakeholders: Within 1 of the unit 1 assignments you will need to look in depth at different stakeholders for 2 different types of businesses. Stakeholders can either be internal or external.
First challenge; research and find out the difference between internal and external stakeholders;

Internal-

External-



2nd 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>