



BTEC BUSINESS

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ACHIEVEMENT ASPIRATION HIGH EXPECTATIONS COMMUNITY

BTEC LEVEL 3 EXTENDED CERTIFICATE IN BUSINESS (EQUIVALENT TO 1 A LEVEL)

EXAM BOARD: EDEXCEL

Aims of the Course:

The course aims to develop your skills and knowledge for working in the vocational sector, a degree programme at university or any jobs related to business.

BTEC qualifications are an ideal choice if you are keen to combine academic studies and prefer a vocational alternative to A Levels.

Programme of Study:

The course is made up from a number of different units. For some units of the work you will be engaged in work which will be of a practical nature whether visiting businesses in the local area of Littleover; the centre of Derby or the traditional classroom environment. There is a requirement for some independent learning where the students will need to take a lead. Much of the information that you will need to be successful will be obtained in class, but a great deal of it must be researched by you, sometimes individually and sometimes as part of a group.

Mandatory Units

Unit 1: Exploring Business

Unit 2: Developing a Marketing Campaign

Unit 3: Personal Business and Finance

Optional Units (To be confirmed)

Unit 8: Recruitment & Selection Process

Unit 14: Investigating Customer Service

Unit 22: Market Research

Unit 23: English Legal System

Unit 27: Work Experience in Business

Approaches to Learning:

You will develop your independent learning skills through reading and research. You will be involved in presentations and assignment writing. During lessons you will be expected to take part in class and group discussions and activities and sessions.



This course is for you if you enjoy Business and have a real passion for understanding business and learning how businesses operate in all aspects. You will also be suited to this course if you prefer coursework/ assignments to examinations and have ambitions to have a career in business (in some way)

This course will prepare you for a range of degree courses, including Business Management and Accounting. Also, for a job in Business, including Marketing, Logistics, Fashion Retailing and Human Resource Management.

Minimum Entry Requirements:

Five 9 - 4 grade GCSEs including English and Maths. Must have achieved at least a Level 2 Pass in Business if taken.



STEP-UP INDEPENDENT STUDY TASKS

The tasks set below have been chosen to reflect different units in the course:

- **Unit 1:** Exploring Business
- **Unit 2:** Developing a marketing campaign

By undertaking these tasks, you will gain an insight into the type of work you will be required to complete throughout the two years.

How will the tasks support your understanding of the course?

The tasks set below will give you an opportunity to demonstrate the key skills of data analysis

What skills will you begin to develop by completing this work?

- the ability to learn independently
- the ability to research actively and methodically
- to be able to give presentations and be active group members

Task 1 - (Linked to Unit 1 – Exploring Business)

Task: PESTLE Analysis

As part of Unit 1 you will need to develop skills in completing a PESTLE Analysis. Research the following headings and then apply the information to the restaurant industry.

- **Political Factors:** include government policy, political stability or instability, corruption, foreign trade policy, tax policy, labour law include economic growth, exchange rates, inflation rates, interest rates, disposable income of consumers
- **Economic Factors:** include economic growth, exchange rates, inflation rates, interest rates, disposable income of consumers
- **Social Factors:** include population trends such as the population growth rate, age distribution, income distribution
- **Technological Factors:** include technology incentives, the level of innovation, automation, (R&D) activity
- **Environmental Factors:** include ecological and environmental aspects such as weather, climate and climate change
- **Legal Factors:** include laws such as discrimination, antitrust, employment, consumer protection and copyright laws

Activity: Complete a PESTLE Analysis for the Restaurant industry

Using your PESTLE analysis for the restaurant industry write up a short evaluation whether each aspect of it will be good or bad for a new restaurant to set up and how it will affect it.

Email this to w.coley@derbymoor.derby.sch.uk Subject of the email should be your **Full name – Step up to Sixth Form submission 1**

Task 1 - (Linked to Unit 2: Developing a marketing campaign)

Please view the YouTube video(s), all 21 parts, as you work through this task, to help deepen your understanding

1. Open up a word document – Title Unit 2: Developing a marketing campaign
2. Choose a company's marketing campaign to evaluate, some of the most active businesses are listed below, but feel free to choose your own
3. What is marketing? What does the marketing mix mean? Why is it important? What is the difference between a niche and a mass market? (DO NOT COPY DIRECTLY FROM THE INTERNET – that is considered plagiarism)
4. Introduce the company; do they have a portfolio of products? Who is their target market? Why have you chosen this campaign and what made it effective? What evidence do you have to support this? Could they have done anything differently? Did they get anything wrong? How did they learn from this?
5. What is your overall judgement?
6. Businesses that feature in the 'best marketing campaigns of 2019 – Adidas, Cadbury, Churchill, Coca Cola, Dove, Gillette, Greggs, H&M, HSBC, Iceland, KFC, KLM, Lidl, Marmite, Mars/Snickers, McDonalds, Monzo, Nike, Paddy Power, Tesco, Visa, Warburton's
7. Your choice can be from campaigns on any platform; TV, social media (be precise) and include viral stunts / celebrity endorsements etc.
8. A large part of Business Studies is about identifying the benefits and drawbacks of different situations and making your own judgement based on evidence
9. As before, we do not want streams of information. Please research sufficient sources* to enable you to give a balanced assessment but do provide concise answers that are specific to your chosen campaign
10. As we said before, the best thing about business studies, is it changes every day, and it affects all parts of society
11. Email this to a.hrncic@derbymoortech.derby.sch.uk - Subject of the email should be your **Full name – Step up to Sixth Form submission 2**

* Please provide a basic reference to indicate source of your information eg:

<https://www.marketingweek.com/>

TO DEEPEN YOUR UNDERSTANDING

Additional resources

<https://www.youtube.com/watch?v=7L38fEJRS7c-explanationofthePass/Merit/Distinctiongrading>

COMPLETED TASK

Student Name			
Subject Teacher		Date:	
Form Tutor:		Date:	