

BTEC Business

Transition Pack



BTEC Business Diploma Transition Pack

Welcome!

First of all, welcome to the Business Studies Department and BTEC Business course. The step up from GCSE's to sixth form courses can seem daunting but don't panic, this transition pack is designed to help you prepare for this new course that you are interested in taking in September.

The pack includes an overview of what you will study during the first year of the course, should you join it, together with a series of introductory tasks for you to work through. The tasks are designed to help you get to grips with some of the key terms you will need to know, as well as concepts you will learn about as a student of BTEC Business.

BTEC Business is a popular qualification in sixth form. The course requires critical thinkers, good organisation skills, and students who are willing to carry out independent study tasks. BTEC Business is a life relevant subject; it is a subject that is constantly updating, using up to date studies and issues that affect us in our everyday lives.

To access the BTEC Business Diploma course in September, you will need to complete the tasks set out in this pack and also meet the course entry requirements, which can be found in the sixth form course listing document.

BTEC Certificate / Diploma in Business

Topics you will study during the first year of the course

Unit 3 External Exam	Summary of Topics Covered
<p>Unit 3 is an external assessed exam. You will sit this exam in January 2022 - 2 hour exam</p> <p>If necessary you will have a chance to resit this in May 2022</p>	<p>Personal and Business Finance</p> <p>This unit is externally assessed by an unseen paper-based examination. The examination is set and marked by Pearson. Throughout this unit you will find practice activities that will help you prepare for the examination. At the end of the unit, you will also find help and advice on how to prepare for and approach the examination.</p> <p>The examination must be taken under examination conditions so it is important that you are fully prepared and confident with key terminology and accounting techniques. You will also need to learn key formulas and be confident with carrying out calculations accurately. A calculator will be essential.</p> <p>The examination is 2 hours and the paper is made up of questions that require short answers, calculations and extended writing. You will need a calculator in the examination and throughout your study of this unit.</p> <p>Assessment Criteria:</p> <p>A: Understand the importance of managing personal finance</p> <p>B: Explore the personal finance sector</p> <p>C: Understand the purpose of accounting</p> <p>D: Select and evaluate different sources of business finance</p> <p>E: Break-even and cash flow forecasts</p> <p>F: Complete statements of comprehensive income and financial position and evaluate a business's performance</p>
	<p>Websites:</p> <p>https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/teaching-and-learning/BTEC%20National_Bus_Unit3.pdf</p>

Unit 2 External controlled assessment	Summary of Topics Covered
Unit 2 managing a marketing campaign External assessment in January 2022 3 hour If necessary you will have a chance to resit this in May 2022	Managing a marketing campaign
	Marketing is a dynamic field central to the success of any business. You will gain an understanding of how a marketing campaign is developed.
	You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service. 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.
	To complete the assessment task within this unit, you will need to draw on your learning from across your programme. This unit will give you an insight into how important marketing is to business. It will enable you to make an informed choice as to whether you want to specialise in marketing in employment, training or higher education
	Assessment criteria:
	a. Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign
	b. Using information to develop the rationale for a marketing campaign
	c. Planning and developing a marketing campaign
	Websites:
	www.bbc.co.uk/business www.bbc.co.uk/news www.becta.org.uk www.bized.ac.uk https://www.pearsonschoolsandfecolleges.co.uk/AssetsLibrary/SECTORS/FurtherEducationColleges/ReviseBTEC/samples/9781292150016-btec-bus-rw.pdf https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/Sample-assessment-material-Unit-2-Developing-a-Marketing-Campaign.pdf https://www.youtube.com/playlist?list=PLMg-z-Uc0ix0EjaRrIzx9TBIs7RrAtI_5 https://www.youtube.com/watch?v=vgWNAKS091A

Unit 8 Internal Coursework	Summary of Topics Covered
Unit 8 Recruitment and Selection Coursework deadline is JUne 2022	Recruitment and selection
	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. You will explore the various selection tools and the enhanced use of technology in this area. Businesses with an effective recruitment process in place are more likely to make successful appointments. In a competitive labour market this is a major advantage and will support business success. This unit gives you the opportunity, through role play, to take part in selection interviews. They will need to be organised and prepared so that they demonstrate your communication skills in this work-related competence.
	This unit will give you a foundation for progression to employment, for example in a human resources role, or to higher education. Through undertaking recruitment activities the unit will help you to develop the skills needed in an interview situation.
	You will have an opportunity to review your individual performance and analyse your skills for development.
	Learning aims:
	a. Examine how effective recruitment and selection contribute to business success
	b. Undertake a recruitment activity to demonstrate the processes leading to a successful job offer
	c. Reflect on the recruitment and selection process and your individual performance.
	Employer involvement:
This unit would benefit from employer involvement in the form of: <ul style="list-style-type: none"> • guest speakers • participation in audience assessment of presentations • design/ideas to contribute to unit assignment/case study/project materials • work experience • business materials as exemplars • support from local business staff as mentors. 	
Websites:	
www.dunelm.co.uk www.bbc.co.uk/business www.bbc.co.uk/news www.becta.org.uk www.bized.ac.uk Business education website including learning materials and quizzes www.careers-in-business.com Information on a variety of business careers www.carol.co.uk Online company annual reports www.direct.gov.uk Gateway to public services www.eubusiness.com Online business information service about the European Union www.examtutor.com/business Support for teachers and learners	

Unit 1 Coursework	Summary of Topics Covered
Unit 1 - Coursework unit submitted in May 2022	The Business Environment:
	The unit introduces learners to a range of business activities. They will consider the purposes of different organisations and the influence of stakeholders and how businesses organise themselves through strategic planning and organisational structures.
	Learners will then explore the dynamic nature of organisations through studying the impact of external (political, legal and social) influences on business operations. Next, they will study the fundamental economic principles that impact on businesses.
	By studying two different business environments learners will gain some insight into how businesses operate in different parts of the world and how the development of a global marketplace impacts on all businesses.
	Learning outcomes:
	a. Know the range of different businesses and their ownership
	b. Understand how businesses are organised to achieve their purposes
	c. Know the impact of the economic environment on businesses
	d. Know how political, legal and social factors impact on business.
	Textbooks Bevan J, Dransfield R, Coupland-Smith H, Goymer J and Richards C – BTEC Level 3 National Business Student Book 1 (Pearson, 2009) ISBN 9781846906343 Bevan J, Goymer J, Richards C and Richards N – BTEC Level 3 National Business Student Book 2 (Pearson, 2009) ISBN 9781846906350
Journals Business Review Magazine (Phillip Allan Publishers – see www.phillipallan.co.uk) The Economist (The Economist Newspaper Group Inc)	
Newspapers Quality newspapers – especially the business sections	

BTEC Business Diploma Preparatory Tasks

Please complete each of the tasks set out in the rest of this transition pack and bring your answers and/or findings with you to the first lesson in September if you join the course.

Task 1: Key Terms - needed for unit 3 Finance

Make a glossary of key terms needed - a definition for each key term listed

Content area A: Interest rate, debt, credit rating, bankrupt, current accounts, overdraft, expenditure, shareholder, savings, investments, insurance, premiums

Content area C: Financial transaction, HMRC, Fraud, Profit

Content area F: Statement of comprehensive income, Statement of financial position, Costs of goods sold, Opening inventory, closing inventory, Historic costs, Expected life, Residual value, current assets, Capital employed, Interfirm, Intrafirm, Stakeholder, Liquid, B2B- Business-to-business, B2C-Business-to-consumer

Task 2: Business Ownership

Research and make notes on the key features of being a private limited company. What are the benefits and drawbacks of being a private limited company. REsearch what the impact might be if they formed a partnership.

In March 2016 Bronwen phoned Lucy asking if she would like to come and join her in Mid-Wales, Bronwen proposed that they form a limited company and she would be prepared to invest £60,000 into the business if Lucy could invest £30,000. It did not take long for Lucy to make up her mind and within a month they had started the process of registering their new private limited company with the Registrar of Companies in Cardiff.

Assess the decision to form a private limited company from both Bronwens and Lucy's point of view.

(12 marks)

Task 3: Business Finance - personal finance section A

Q1. Give two features of a premium current account. (2)

Q2. Describe the role of the Financial ombudsman service. (2)

Q3. Explain one advantage to the consumer of using prepaid credit cards when on holiday. (1)

Q4. Explain two advantages to the investor of purchasing shares in a business. (4)

Task 4: Business Finance - business finance section B

- Q1. Give two types of intangible non-current assets.
- Q2. Identify two causes for a change in capital for a sole trader.
- Q3. Describe how capital expenditure is treated in the financial statements of a business.
- Q4. Identify two features of a debenture.
- Q5. Many businesses offer a prompt payment discount to credit customers who pay within a short period of time.

State two effects that a 'discount allowed' being offered to customers will have on the accounts of a business (2)

Task 5: Marketing

Extended Marketing Mix 7Ps Activity

Watch the video named 'Extended Marketing Mix 7Ps | Apple v Poundland, what's the difference?' in the Two Teachers YouTube channel 'Business Studies' playlist and answer the following questions.

<http://www.youtube.com/c/TwoTeachers>

<https://youtu.be/A62lvdhNylU>

1. Create your own description of the final 3Ps of the Extended Marketing Mix:
 - Physical
 - Process
 - People
2. Analyse the Extended Marketing Mix of both Apple and Poundland, what are the key differences between the two retailers?
3. In your opinion, which 3Ps are the most important out of the whole 7Ps Marketing Mix model and why?
4. Apply the full Extended Marketing Mix 7Ps to McDonalds

Good Website to use for BTEC Business

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

www.tutor2u.co.uk - here there are lots of presentations on theory topics. There is also a youtube channel for tutor2u

Two teachers have got notes, presentations on theory topics - these can be found on youtube, twitter and facebook.

www.bbc.co.uk - great for latest business news and operations

Thank you for working through the tasks in this transition pack. Doing so will undoubtedly help you make a good start to the BTEC Business courses.

Please bring all of the work you have completed to your first BTEC Business lesson. We look forward to seeing you in September and helping you develop your knowledge of finance.