

BTEC Business



Name

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Welcome to BTEC Business

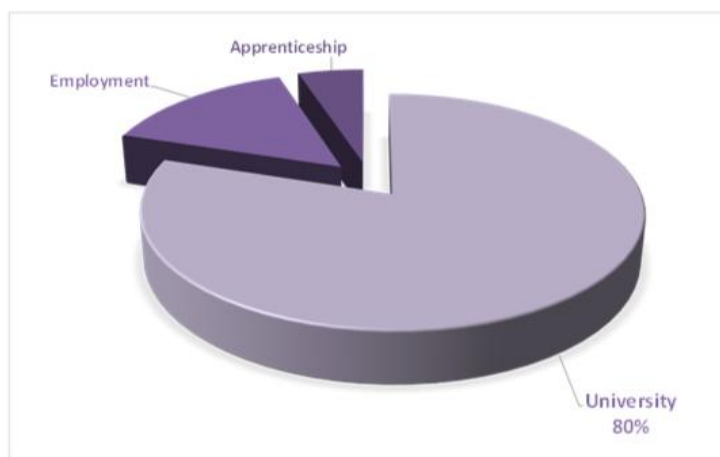
The BTEC Business qualifications at Wyke 6th Form College are excellent if you wish to become highly skilled, work ready individuals that employers and universities are looking for. We offer a **flexible range of qualifications** that can be studied alongside other Level 3 qualifications such as A Levels or other BTECs as a large programme of study. Our courses are ideal if you are interested in learning about the business sector as well as gaining additional knowledge on the skills required to set up your own business.

We take a unit by unit approach of delivery and offer a combination of assessment styles from internally assessed assignments to externally assessed tasks and written exams. This offers our learners the opportunity to showcase their skills and apply their knowledge in an appropriate, work – related context and provide evidence of what they can do when they apply to enter higher education or employment. Information about our two qualifications can be seen in the table below.

Extended Certificate	Diploma
Equivalent to 1 A Level	Equivalent to 2 A Level
External assessment: 60%/ Internal assessment: 40%	External assessment: 45%/ Internal assessment: 55%
4 x 70 minutes lessons per week	8 x 70 minutes lessons per week
<u>Unit of study include</u>	<u>Unit of study in additional to those delivered for the</u>
Unit 1: Exploring Business	<u>Extended Certificate</u>
Unit 2: Developing a Marketing Campaign	Unit 4: Managing and Event
Unit 3: Personal and Business Finance	Unit 5: International Business
Unit 8: Recruitment and Selection Process	Unit 6: Principles of Management
	Unit 24: Employment Law

Student success

We are exceptionally proud of our student’s success and have had 100% pass rate for the past 3 years. In addition, 96% of students achieved a high grade of a D – D* for the 2018/19 academic year. Our students move onto a variety of different destinations but often choose to further their knowledge at universities such as University of Hull, Heriot-Watt University, Edinburgh and Leeds Beckett University.



Work content

The purpose of this work booklet is to introduce you to the some of the units you will be studying next academic year but moreover, to enhance your knowledge on these topics in preparation for September.

Your **first task** is to fill the business passport below

Have you studied Business before?	
If so, which course and what grade did you achieve?	
What are your career aims? Where do you see yourself in 3 years' time?	

The rest of the booklet is separated into two sections, use the information below as a tick sheet so that you don't forget to complete all of the tasks!

Section 1

This will contain the following tasks and will prepare you for the content required for Unit 1: Exploring a Business

1. Features of a business and key word definitions
2. Production of two fact files
3. Stakeholders

Section 2

This will contain the following tasks and will prepare you for the content required for Unit 2: Developing a Marketing Campaign

1. Marketing mix
2. Application of marketing mix to Coca Cola

You may complete the work on the computer or print the booklet out and complete on paper, it is entirely up to you. If you need any help or have any questions, please email kate.clark@wyke.ac.uk

Have a great summer and look forward to meeting you all in September.

Section 1

Task 1: Key features of a Business

Task: Research the key business words needed for unit 1 and produce a definition. You can use a useful business website called www.tutor2u.com, Business section, to help support in developing your definitions. *The first one is done for you* 😊

Profit

Money that is left over after the business has paid all its expenses.

This can be calculated by a formula: Profit= total revenue – total expenses.

Not for profit

Sole trader

Partnership

Public limited

Private limited

Charity

Limited liability

Unlimited liability

Primary

Secondary

Tertiary

Quaternary

Task 2: Fact File

Complete research into the businesses below and then complete the fact file below (information gathered on a business) for that business. You will need this information for your first assignment in September. You should use the business websites to find this information out.

Amazon - <https://www.aboutamazon.com/our-company>

Dove House - <https://www.dovehouse.org.uk/coronavirus-updates>

FACT FILE: Amazon

What does the business do:

What is the Purpose of the business:

How much is the Company value:

Who is the owner of the business?

Aims and objectives of the business:
(companies' website)

Why do you think amazon is successful?

FACT FILE: Dove House, Hull

What does the charity do:

What is the Purpose of the business:

How much funding does the charity receive?

Who is the owner of the business?

Aims and objectives of the business:
(companies' website)

Why do you think the charity is successful?

Task 3: Stakeholders

Many people are interested in a business and these are known as stakeholders. A stakeholder is someone who has interest in a business for example customers, owners, employees, government and shareholders.

TikTok is a new social media platform, that has grown significantly since school closures have happened due to COVID-19. It has seen a new surge in numbers of online users from young children up to the elderly.

Produce a summary of **why each stakeholder above would have an interest in the business, TikTOK**, in the boxes below?



Section 2

Task 1: Marketing Mix

The marketing mix is a combination of factors that a business will try to control to influence consumers to purchase its products. It is made up of the product, price, promotion and place - called the 4P's.

<https://www.youtube.com/watch?v=Mco8vBAwOmA>

Research the 4 P's of the Marketing mix then match the description to the marketing element:

The location in which the product is made and the means of distributing the product.

Product

In the context of marketing, this is the process of communicating with customers.

Price

The sum of money paid by the customer for the unit of product.

Place

The good or service provided by the business for its customers.

Promotion

Task 2: Application of marketing mix

Access this article to help you answer this question: (*Listen to the Newscast too.*)

<https://www.npr.org/sections/money/2012/11/15/165143816/why-coke-cost-a-nickel-for-70-years?t=1557324392814&t=1588171568385>

4-Minute Listen + PLAYLIST

Look at this advertisement.

What do you think might have influenced the elements of the marketing mix for Coca Cola, at this time?



<p style="text-align: center;">Product</p> <p><i>What is the product and was it unique? Who are the customers and what do they get from this product?</i></p>	<p style="text-align: center;">Price</p> <p><i>Was this influenced by the economic situation of USA or something else?</i></p>
<p style="text-align: center;">Promotion</p> <p><i>What key factors did they bring to the attention of their customers? How did they do this?</i></p>	<p style="text-align: center;">Place</p> <p><i>Where is the product available to the customer?</i></p>

Wyke Summer Business challenge

BEST ONE GETS A PRIZE!!!

Task: You have decided to become a TikTok influencer, so your challenge is to **choose a product** you would promote on TikTok and draw out your story board for your 15 second TikTok video advertisement. It could be food, drink, item of clothing, make up, phone – whatever you want!

The story board is a plan of your TikTok video. Each box represents 5 secs of what you be doing in the TikTok, try to caption each 5 seconds, write a brief description of what’s going on too. (It can be drawings and words in the boxes.)

<u>Drawing</u>	<u>Description</u>
5 secs	
5 secs	
5 secs	