



Welcome to BTEC
Business!



Lesson Structure

9 x Lessons per fortnight
5 x lessons with teacher A
4 x lessons with teacher B

Likely Teachers – Miss Gill, Mr Dwamena,
Miss Philbin, Miss Hopkins & Mr Jamil



BTEC Business

- The Extended Certificate is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, **not necessarily in business-related subjects.**
- It is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A Levels.



BTEC Assessment

- 4 units
- 2 externally assessed (worth 58%)
- 3 mandatory units
 - Exploring Business
 - This unit will be started in Y12 and completed in Y13.
 - Developing a Marketing Campaign
 - This will take place around Easter time in Y13
 - Personal and Business finance
 - January entry in Y12. Opportunity to resit if necessary
- 4th unit Investigating Customer Service - Coursework

Unit 1 – Exploring Business



Learning aims

In this unit you will:

- A** Explore the features of different businesses and analyse what makes them successful
- B** Investigate how businesses are organised
- C** Examine the environment in which businesses operate
- D** Examine business markets
- E** Investigate the role and contribution of innovation and enterprise to business success.

Unit 2 - Developing a Marketing Campaign

Assessment outcomes

A01 Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions

A02 Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns

A03 Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances

A04 Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments

Unit 3 - Personal and Business finance



Assessment outcomes

A01 Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories.

Command words: describe, explain, give, identify, outline

Marks: ranges from 1 to 4 marks

A02 Apply knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios

Command words: analyse, assess, calculate, describe, discuss, evaluate, explain

Marks: ranges from 2 to 12 marks

A03 Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

A04 Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

Unit 14 – Investigating Customer Service (Optional)

- As we have a choice of a 4th this will be decided at a later date.
- The options available for unit 4 are as follows.
 - Recruitment and selection process
 - Investigating Customer Service
 - Market Research
 - The English Legal System
 - Work Experience in Business
- The unit will be selected by the class teachers.

Other points

- No prior business knowledge required
- Need to be aware of range of businesses and what is happening in the local area.
 - charities, local businesses, etc
- Potentially 3 units done by Christmas in Y13. this means we can focus on the final unit in the run up to exams.

Business Department Expectations

- ✓ Full attendance
- ✓ Both class work and homework to be completed ON TIME
- ✓ You will give of your best
- ✓ Show an interest in business & reading around the subject
- ✓ Catch up on ALL work missed
- ✓ Respect staff, fellow students & property
- ✓ Seek help with academic or personal issues BEFORE they develop into more serious problems

The Biz Quiz

- Biz Quiz - 24 June 2022 Business
 - Biz Quiz - 01 July 2022 Business
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- You will need to work as a team! 😊

Heinz products off Tesco shelves after pricing dispute

By Lucy Hooker & Jennifer Meierhans
BBC business reporters

🕒 5 days ago | 💬 Comments



1. List 4 Key Stakeholders who could be affected by this dispute.
2. Explain the impact on each of the different stakeholder groups you have identified.
3. Add a paragraph to analyse your personal view concerning the dispute:
 1. Do you think Heinz is doing right thing?
 2. Do you think Tesco is right to disagree?
 3. Justify (give clear reasons for your choice)

Summer Work

- **Read the news!** This will help you with your business knowledge!
- Without local and current news you will struggle to add context in this course.

Business Transition Work

Biz Quiz - 24 June 2022 Business

General business information

1 Which streaming giant announced a further cut in jobs as it suffers from a fall in subscriptions?

A Apple TV

*

B Netflix

C Disney +

Netflix said it was cutting 300 more jobs - roughly 4% of its workforce - mostly in the US, after axing 150 people in May.

2 Farmers have warned of a shortage of which traditional Christmas food or drink item this year?

*

A Turkey

B Sprouts

C Brandy

Producers have struggled with rising costs of raising the birds and a bird flu epidemic.

3 A union representing workers at which company has rejected the offer of a one-off £2000 cost of living bonus?

* **A** Rolls-Royce

B JCB

C BMW Mini

Unite said the offer "falls far short of the real cost of living challenges which our members are experiencing". The lump sum, which was intended for junior management and shop floor staff, was due to begin being rolled out in August.

4 Mondelez International has announced that it is buying US energy bar maker Clif Bar & Company for \$2.9bn (£2.4bn). Which UK chocolate brand is owned by Mondelez?

A Terry's

B Rowntree

* **C** Cadbury

Mondelez International also owns Oreo, Toblerone and Milka.

5 Which brand announced that it will no longer be sponsoring the Wimbledon Tennis Tournament, ending an 86-year partnership?

A Slazenger

* **B** Robinson's

C Pimm's

The squash brand's association with Wimbledon dates back to 1935, when a drink using barley, lemon juice and sugar was concocted to hydrate the players. Slazenger has been the official supplier of tennis balls to Wimbledon since 1902. Pimm's has been associated with Wimbledon since 1971.

6 Tesla CEO Elon Musk admitted that new factories in each of these countries EXCEPT which are losing billions of dollars?

A Germany

*

B China

C USA

Musk says new factories in Germany and the US are "losing billions of dollars" due to battery shortages and supply disruptions in China.

7 Which global car manufacturer is recalling its first mass produced electric car over concerns that its wheels might fall off?

A Hyundai

B Nissan

* **C** Toyota

Toyota is recalling 2,700 of its bZ4X vehicles. The recall comes less than two months after the car was launched in Japan.

8 Which of these events opened its doors to live customers for the first time since 2019?

*

A Glastonbury music festival

B Wimbledon tennis tournament

C Chelsea Flower Show

Glastonbury returns after 3 years, with closures caused by the pandemic. Billie Eilish is the headline performer.

Biz Quiz - 01 July 2022 Business

General business information

1 Which major supplier of water has revealed a plan to get £1.5bn of equity from shareholders to accelerate its transformation plan?

A Southern Water

B Severn Trent Water

* **C** Thames Water

Britain's biggest water utility announced that its existing investors have agreed to inject £500m into the company in the current financial year. That sum will be supplemented by a further £1bn by 2025.

2 What is the name of the company who has lost its legal bid to retain the National Lottery licence?

A Excalibur

B Round Table

* **C** Camelot

The company launched a high court challenge in April, claiming the Gambling Commission had got its decision “badly wrong” by naming the rival firm Allwyn as its “preferred applicant” for the next 10-year licence to operate the national lottery.

3 A report out this week accuses a number of companies, including Coca-Cola and Unilever of 'greenwashing'. What is 'greenwashing'?

*

A Inaccurate claims that its business practices are environmentally friendly

B Inaccurate claims that its products are vegetarian or vegan

C Inaccurate claims that that the company actively seeks to promote equality

The Changing Markets Foundation says claims that companies are intercepting and using "ocean-bound" or "recyclable" plastic to tackle the plastic pollution crisis are unsubstantiated and inaccurate.

4 Which company has stopped supplying some of its products to Tesco in a dispute over pricing?

A Nestle

B Hellman's

* **C** Heinz

Baked beans, ketchup and tomato soup are among the products affected. The dispute is over how Heinz wants to increase prices to reflect an increase in cost whilst Tesco argues that prices should remain low.

5 Which lettings agency has permanently banned parties and events at its venues?

A Booking.com

*

B Airbnb

C Expedia

Airbnb has permanently banned parties and events at homes on its platform, after a temporary measure during the pandemic proved popular with hosts. The firm says the rule has become "much more than a public health measure" since it was introduced in August 2020.

6 US pharmacy giant Walgreens has dropped plans to sell which UK pharmacy, saying buyers were unable to raise enough funds due to instability in financial markets?

A Lloyds

*

B Boots

C Well

Walgreens said it had various offers for the pharmacy business after it put Boots up for sale in January but none of the offers adequately reflected the high potential value of the UK pharmacy chain.

7 Which consulting firm announced a 9% pay rise for some of its workers in a response to rising living costs and a competitive recruitment market?

A Deloitte

B KPMG

* **C** PwC

The company said half of its 20,000 employees in the UK would get an increase of at least 9%, while 70% would get a rise of 7% or more. With vacancies at a record high, many firms are offering pay rises to attract and retain staff.

8 Managers from which organisation have voted to strike in a dispute over job cuts and a redeployment programme to bring in “worsening terms and conditions”?

*

A Royal Mail

B NHS

C Network Rail

The Unite union’s general secretary, Sharon Graham, said that Royal Mail shareholders have been seizing profits. “Make no mistake, Royal Mail is awash with cash – there is no need whatsoever to sack workers, drive down pay or pursue this ill-thought-out redeployment programme.



Business Transition Work.



The following activities will help you with your
Business assignments in Y12.

Activity 1 - Create a document to answer the following:

- Find out the difference between the private and public sector. Write this down.
- Find out what a not-for-profit organisation is.
- List 5 examples of each (private sector business, public sector organisation and not-for-profit organisation).
- Pick an example from each and write a case study, deciding what features are similar and which ones are different. Consider things such as their activities, number of people working there, their size, where they operate, how they are funded, what they spend their money on, what they aim to do, how successful they are, how you have measured their success. This can be put in a table. See example on next slide.

Example of a table you could use

Pick an example of each	similarities	differences
Private sector business		
public sector organisation		
Not for profit organisation		

Activity 2 -Different types of Ownership

Find out about the different types of **ownership** a business can decide to have.

Research the characteristics and different types of businesses that use it. List the advantages and disadvantages of each type. Put this in a table. See the example on the next slide. GCSE bitesize gives lots of help.

Write down the characteristics, advantages and disadvantages of different types of ownership.

Type of ownership	Characteristics and types of business that use it	advantages	disadvantages
Sole trader			
Partnership			
Private limited company			
Public limited company			
Franchise			

Activity 3 - how to set up a limited company

- Use the government website to create a factfile on how to set up a limited company. <https://www.gov.uk/limited-company-formation>
- Explain the difference between a company limited by shares and a company limited by guarantee.
- Include the 7 steps the government suggest you take when you set up a limited company.
- Give some more details about each stage such as the documents you have to create to set up the business (memorandum of association and articles of association, the financial records you will have to keep)

Activity 4 -Aims and Objectives

- Find out what a mission statement is. List the mission statements of 5 different organisations.
- List the different financial and non-financial aims a business may have.
- Find out what a SMART objective is.
- Give some examples of SMART objectives for a business.

Activity 5- Stakeholders

- Find out what a stakeholder is.
- Identify the different stakeholders a business may have.
- Explain what each one would want out of a business.

Activity 6- write a report on a business of your choice

Pick a large business that is **based in the UK** e.g. Tesco. (A UK plc has to give the public much more information than an American one)

Using its website, company annual report and other research write a report on the business.

In your report you should

- Identify the features of the business –explain its history, what its activities are, where is it based, how many stores it has, how many people it employs, who owns the business.
- Find out its aims and objectives. The company report might help you here.
- Try and find examples to illustrate each aim. i.e. if one aim is to make a profit find out their profit figures in the last year, if another aim is to help society give examples of the charity events they hold. Do you think they have achieved their aims? What is the evidence?
- Identify the stakeholders of the business (anyone who is affected by the business) and explain what each one might want out of the business.