














			
					



 <p>Marriott International</p>	 <p>Shell</p>	 <p>Nike</p>	 <p>Playboy</p>	 <p>PepsiCo, Inc.</p>	 <p>Atari Inc.</p>
 <p>Spordle Inc.</p>	 <p>Toyota Motor Corp.</p>	 <p>Prudential Financial</p>	 <p>AT&amp;T</p>	 <p>Chevrolet</p>	 <p>Adobe Systems Inc.</p>
 <p>Deere &amp; Company</p>	 <p>McDonald's</p>	 <p>United Airlines</p>	 <p>Honda Motor Company</p>	 <p>Safeway Inc.</p>	 <p>Facebook, Inc.</p>
 <p>Chevron Corporation</p>	 <p>Motorola Inc.</p>	 <p>Mercedes-Benz</p>	 <p>American Airlines</p>	 <p>Comcast Corporation</p>	 <p>Mazda Motor Corp.</p>
 <p>Hilton Hotels Corp.</p>	 <p>Taco Bell</p>	 <p>Volkswagen</p>	 <p>The Boeing Company</p>	 <p>General Mills</p>	 <p>Guinness</p>
 <p>Sprint Nextel</p>	 <p>Anheuser-Busch</p>	 <p>Audi</p>	 <p>Microsoft Windows</p>	 <p>DreamWorks SKG</p>	 <p>Apple Inc.</p>



Welcome to BTEC Double  
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



# BTEC Business

- The National Diploma 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, **most likely 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

- You will do all of the units from the Single course, PLUS the following!
- 8 units
- 3 externally assessed (worth 58%)
- 8 mandatory units
  - Managing an Event
  - International Business
  - Principles of Management (External Exam)
    - January entry in Y12. Opportunity to resit if necessary
- 4<sup>th</sup> unit Investigating Retail Business - Coursework

# 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

- <https://www.tutor2u.net/business/blog/the-biz-quiz-28-january-2019>
- You will need to work as a team! 😊



# Watch this...

- <https://www.youtube.com/watch?v=d0UEAr8I9G8>
- Explain how Amazon use emotional advertising to promote their products. (4)
- What is the benefit of using celebrities in Amazon's Advertising?
- Why would this advert help to promote Amazon's products?



# Current News

- Pick one of the following businesses...
  - EasyJet
  - British Gas
  - Zoom
  - National Rail
- Can you tell me what is going on with these businesses?
  - How will this effect anyone interested in the business?
    - What will it mean for customers and suppliers?

# Chain of analysis



## **Dixons Carphone shares plunge on mobile phone woes**

- What is the impact on different stakeholder groups of this?

# 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.