



SIXTH FORM

FRAMWELLGATE SCHOOL DURHAM

Preparation for BTEC Studies: Business

Specification:

Course Title	Pearson BTEC Level 3 National Extended Certificate in Business		Exam Board	Edexcel
Module	Title	Weighting	Assessment Method	
Unit 1	Exploring Business	90 GLH	Internal	
Unit 2	Developing a Marketing Campaign	90 GLH	External - task set and marked by Pearson and completed under supervised conditions.	
Unit 3	Personal and Business Finance	120 GLG	External - Written examination	
Unit 8	Recruitment and Selection Process	60	Internal	

Resources needed for the first lesson in September:

- Files
- File dividers
- Lined paper
- Pens, pencils, rulers, highlighters

Recommended Textbook/revision guide:

- BTEC Nationals Business Student Book 1
- BTEC Nationals Business Student Book 2
- Revise BTEC National Business Revision Workbook
- Revise BTEC National Business Revision Guide

Task:

SCENARIO:

You have just started work as a trainee advisor at <https://www.gov.uk/browse/business/setting-up> the UK government's business advisory organisation. As part of your induction training your manager has asked you to do some company research. You need to select an appropriate business, carry out detailed research and collate your findings into an organised research folder. Your employer is looking for research evidence that you have commented on and shown understanding of. It will be a mixture of your own words and secondary research sources. Depending on your chosen business you may decide to incorporate some primary research. You will need to submit all of your research notes, and a bibliography (a list of all the research sources you used).

Activity:

Compile a research folder (this forms the research notes mentioned above) about your chosen business. Research and collect information on areas such as:

- History
- Type of business
- Size
- Purpose
- Products / services sold
- Target market
- Aims and objectives
- How successful the business is
- Ownership, including any changes in ownership
- News about the business

Ensure you use reliable and valid research sources.

Remember it is a good idea to read around the theory before researching the business e.g. read up on 'types of ownership' before researching ownership in your chosen business.

Use a wide range of resources, including the business website. This research folder forms the basis of your Level 3 BTEC induction. Please bring it with you to your first timetabled Business lesson in September.

Reading:

<https://www.gov.uk/browse/business/setting-up>

www.bized.co.uk Business education resources with case studies, simulations and worksheets

www.businesscasestudies.co.uk The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners

www.mindtools.com/CommSkill/WritingSkills.htm Tips on how to develop good communication skills.

www.tutor2U.com This site provides resources and revision materials. There are also links to other sources of information.

Deadline Date: Tuesday 4th September