

**BTEC Business Transition Programme**

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The BTEC business programme is as a National Diploma which is equivalent to 2 A levels or the extended diploma which is Equivalent to 3 A levels.

The course units to be covered are listed below.There are 6 mandatory (M) units for the diploma and 7 for the extended diploma. Students all complete additional optional (O)units.

|  | Unit Number and Name | Assessment type |
| --- | --- | --- |
| 1 | Unit 1 Exploring Business Purpose (M) | Internal coursework |
| 2 | Unit 2 DEveloping a marketing Campaign (M) | External exam |
| 3 | Unit 3 Personal and Business Finance (M) | External exam |
| 4 | Unit 4 Event Management (M) | Internal coursework |
| 5 | Unit 5 International Business(M) | Internal coursework |
| 6 | Unit 6 Principles of Management (M) | External exam |
| 7 | Unit 7 Business Decision making (M for Ext Dip) | External exam |
| 8 | Unit 8 Recruitment and Selection (0) | Internal coursework |
| 9 | Unit 9 Team Building (o) | Internal coursework |
| 10 | Unit 14 Customer Service (o) | Internal coursework |
| 11 | Unit 16 Visual Merchandising (o) | Internal coursework |
| 12 | 18 Creative Promotion (o) | Internal coursework |
| 13 | 19 Pitching A Business (o) | Internal coursework |

**Reading list:**

##### **The reading list for the summer**

One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done at the beach, in a café, your room, laying in a park, waiting at an airport-literally anywhere! The question is what to read….

##### **APPS for Business**



**News websites for Business**

1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: [https://www.independent.co.uk](https://www.independent.co.uk/)
3. The FT: [https://www.ft.com](https://www.ft.com/)
4. Reuters: <https://www.reuters.com/>

##### **Business Books**

Find the course book in the local library and read up in Units 1 and Unit 3 3 BTEC National Business Student book 1

To supplement your reading these books will be of interest! The bold ones are easier reads!

| ***Building Strong Brands*** | Aaker, David | 978-1849830409 |
| --- | --- | --- |
| *The Idea in You: How to Find It, Build It, and Change Your Life* | Amor, Martin | 978-0241971390 |
| ***Screw It, Let's Do It: Lessons In Life*** | Branson, Richard | 978-0753510995 |
| *The 7 Habits of Highly Effective People* | Covey, Stephen | 978-0684858395 |
| *The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business* | Earley, John | 978-1119096191 |
| *Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers* | Ferriss, Timothy | 978-1785041273 |
| *Think and Grow Rich* | Hill, Napolean | 978-1934451359 |
| ***Legacy: New Zealand All Blacks*** | Kerr, James | 978-1472103536 |
| *Chaos Monkeys: Inside the Silicon Valley Money Machine* | Martinez, Antonio Garcia | 978-1785034558 |
| ***The Everything Store: Jeff Bezos and the Age of Amazon*** | Stone, Brad | 978-0552167833 |

**Week one 24/07/2023: Business Characteristics**

<https://www.youtube.com/watch?v=gFOZp50FRU8>: types of ownership

<https://www.youtube.com/watch?v=BAQ6H6ZmoB0> : sole trader

<https://study.com/academy/lesson/goods-services-definition-examples.html>: goods and services

<https://www.youtube.com/watch?v=vxraQGnKPZw>: Business Location

1. Watch the videos above and complete the table below for two local businesses. One of the businesses must be a private limited company. It should have LTD on the end of its name. The other business must be a sole trader, owned by one person only. You must choose from the list below:

|  | Business 1  Ownership type: Private limited  Business: Genesis Cinema | Business 2 :  Ownership type Partnership  Select business | Business 3  Ownership type: Sole Trader  Select Business: |
| --- | --- | --- | --- |
| Definition of ownership type |  |  |  |
| How many owners does the business have? |  |  |  |
| AO4 Advantages of type of ownership |  |  |  |
| A04 Disadvantages of type of ownership |  |  | . |
| AO3  Does the owner have limited or unlimited liability?  Explain what this means and its impact on the owner |  |  |  |
| AO1 What is the difference between goods and services?  A02 Identify the goods and service the business sells  AO3 What is the impact of selling goods and services on revenue? |  |  |  |
| Describe the location of the business. Is it on a busy or quiet road, is there public transport nearby, are there many other similar businesses nearby, is it easy to find parking etc. |  |  |  |
| Online presence (does the business have a website? Does it just give information or sell it as well? Can customers leave messages? |  |  |  |

1. Describe the main aims of Genesis Cinema?
2. Select the 3 key characteristics from the table above for Genesis Cinema that helped the business meet its aims.

Complete the google form at the end of the week using the link below:

https://docs.google.com/forms/d/1cwnWBx3CCFuTJL5EmcYf3ahqGiDG3\_8oTyOY7I6ZC2I/edit?pli=1

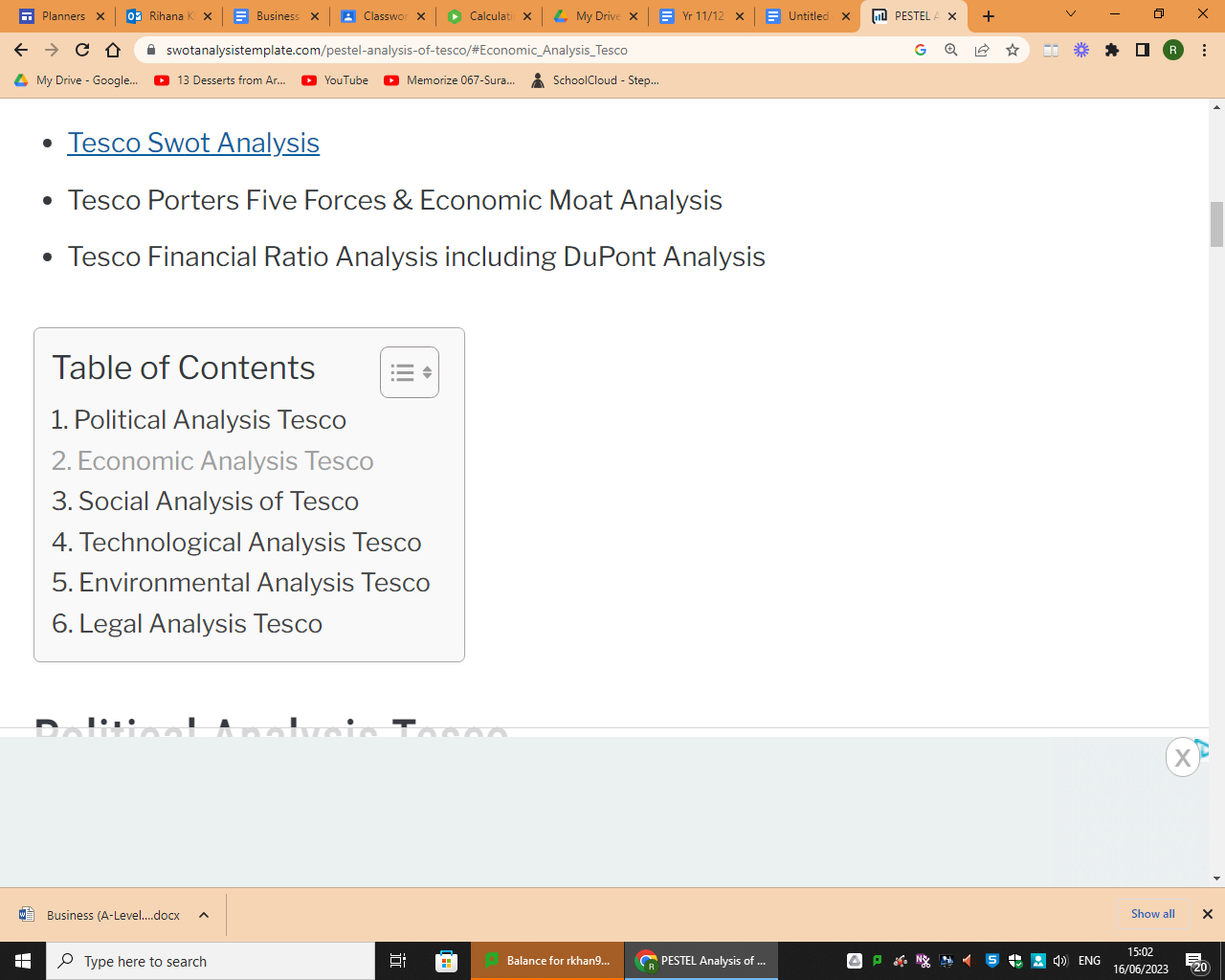
**WEEK 2 31/07/2023: The External Business Environment**

1 Read the information in the link given below and watch the video on PESTLE Analysis

<https://www.tutor2u.net/business/reference/what-is-pest-analysis>

Create a spider diagram of the key elements of a pestle analysis

2. Using the link below access the PESTLE analysis for Tesco. Click on the link and scroll down to the video and a table of contents. Watch the video and use the Table of contents to access further details for each factor.



3. You should now have a better understanding of how to complete a PESTLE analysis. Use the knowledge to create one for the restaurant industry in general. For each factor find at least two issues. For the economic section I have given specific elements I want you to look at.

| **Political** | **Taxation**  **Brexit**  **Impact Ukraine war** |
| --- | --- |
| **Economic** | **interest rate**  **inflation**  **unemployment rates** |
| **Social** | **Social media**  **Healthy lifestyle** |
| **Technological** |  |
| **Legal** | **Discrimination laws** |
| **Environmental/ Ethical** | **Use of plastics** |

4 Research the aims of a restaurant of your choice. Use the link below to help you understand aims of a business.

5 Use the Pestle analysis and write an evaluation of how each factor will impact the achievement of the restaurant's aims.

Complete the google form at the end of the week using the link below:

https://docs.google.com/forms/d/1s0wppUwaKcFRYJuS73PUu9o3Y8ty-wLhaMfhrAPeBZo/edit

**WEEK 3 7/08/2023:Business Finance**

All businesses require finance. The type and amount of finance they need depends on the type of business and what they require the finance for.

1. Research the different sources of finance available to a business and record your findings on the table below.

| Internal | Description | Advantages | Disadvantages |
| --- | --- | --- | --- |
| Owners capital |  |  |  |
| Sales Revenue |  |  |  |
| Sales of assets |  |  |  |
| Retained profits |  |  |  |
| External |  |  |  |
| Banks loan |  |  |  |
| Venture capitalist |  |  |  |
| Sales of shares |  |  |  |
| Overdraft |  |  |  |
| Peer to peer lending |  |  |  |
| Leasing |  |  |  |
| Hire purchase |  |  |  |
| Trade credit |  |  |  |
| Government grants |  |  |  |

1. What is the difference between internal and external sources of finance?
2. If you were to set up your own start up business select three sources of finance you would prefer to use. Justify your choices.

Complete the google form at the end of the week using the link below:

https://docs.google.com/forms/d/1l\_E1rsJ-ed9tfdU2uTCjkphvo4MkUbjBfxukE1A\_pbc/edit