



BTEC Business



Year 11 Transition Work for A-Level

This pack details the topics that you will be taught in the 2020-2021 academic year.

It also has links to many sources of information about Business that you can have a look at online during the **Year 11 to Year 12 transition period** and activities for you to complete.

Tasks

1. **Read** the course guide that has been shared with you.
2. **Prepare** a list of questions to ask your teacher.
3. **Familiarise** yourself with the course expectations, pages 7-8 of this booklet.
4. **Every week**, choose **two** tasks from any of the ones provided in this booklet.
5. **Complete** the activities and save them on your home PC. **You will be asked for evidence of the work you have completed when you return to school.**

Never give up!

Topics taught (Year 12 2020-2021)

In Year 12 you will be completing two units:

Unit 1 – Exploring Business (Coursework based assessment)

Unit 3 – Business and Personal Finance (Exam)

UNIT 1 – EXPLORING BUSINESS

A business is any activity that provides goods or services, whether that is to make a profit or not. The common thread in business is that owners and employees are striving to satisfy customers. Nowadays, customers are more informed and have more options in terms of what they buy and who they buy from, so a successful business is one that balances satisfying their customers with selling products or providing services.

In this unit, you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits. By developing relevant business knowledge and understanding, this unit will help you to progress to employment, vocational training and higher apprenticeships, or higher education.

TOPICS FOR UNIT 1 – EXPLORING BUSINESS

Learning aim A: Explore the features of different businesses and analyse what makes them successful

A2 Stakeholders and their influence

A1 Features of businesses: Ownership and liability

A3 Effective business communications

Learning aim B: Investigate how businesses are organised

B1 Organisational structure and Functional areas

B2 Aims and objectives

Learning aim C: Examine the environment in which businesses operate

C1 External environment: PESTLE

C2 Internal environment: Culture, CSR & Ethics

C3 Competitive environment: Competition & Competitive advantage

C4 Situational analysis: PESTLE, SWOT, 5Cs & Porter's 5 Forces

Learning aim D: Examine business markets

D1 Different market structures

D2 Relationship between demand, supply and price

D3 Pricing and output decisions

Learning aim E: Investigate the role and contribution of innovation and enterprise to business success

E1 Role of innovation and enterprise

E2 Benefits and risks associated with innovation and enterprise

C1 External environment: PESTLE

I would like your transition work to focus on you preparing key knowledge to help you to complete Unit 1.

Further learning tools for this unit can be found here: <T:\Business Studies Department\Students\BTEC Business\Year 12\Unit 1>

Documentaries

If you have access to on demand programs, Netflix or Amazon Prime, watch some of the documentaries and films listed below and make some notes about the topics that they cover, the questions that are asked, the issues that are raised.

Activity: Summarise the documentary/film on an A4 page using the 5 Ws: When? Who? Where? What? Why? If appropriate, add a 6th W: What next?

- The Nine to Five with Stacey Dooley - **BBC iPlayer**
- Tricky Business - <https://www.channel4.com/programmes/tricky-business> **Channel 4 On Demand**
- Beauty Laid Bare - **BBC iPlayer**
- The True Cost - **Netflix**
- Broken – Episode on IKEA - **Netflix**
- Flat pack empire – **BBC2 iPlayer**
- Inside Cadbury chocolate secrets unwrapped - <https://www.youtube.com/watch?v=BB3lJuMNUEk>
- Food unwrapped - **Channel 4 on demand**
- Inside the supermarket - <https://www.youtube.com/watch?v=gwucutFTsQ>
- Panorama Amazon: What they know about us – **BBC iPlayer**
- Panorama Amazon: The Truth Behind the Click – **BBC iPlayer** and/or <https://www.youtube.com/watch?v=JwrUYS9UTeU>
- Pepsi vs Coke – **Amazon prime video**
- Jobs Vs Gates: The Hippie and The Nerd – **Amazon prime video**
- Starbuck unfiltered – **Amazon prime video**
- Facebook – Cracking the code – **Amazon prime video**
- Data centre the true cost of the internet – **Amazon prime video**
- Learn from The Experts - Jeff Bezos, Amazon Founder – **Amazon prime video**
- Learn from The Experts - Elon Musk, Tesla and SpaceX – **Amazon prime video**
- The millennial dream – **Amazon prime video**
- Business mindset for success – **Amazon prime video**
- Steve jobs – Billion Dollar Hippie – **Netflix**
- American Factory – **Netflix**
- Inside Waitrose – **Channel 5 on My5**
- Inside the factory – **BBC2**
- Dragons Den – **BBC2**

Films

- The Founder – Dvd – **Amazon prime video or Netflix** – Franchising
- Deep Water Horizon – DVD - **Amazon prime video** – Ethical issues
- Trump – What's the deal – **Amazon prime video**
- The Internship – **Amazon Prime video**
- The Social Network – **Netflix**
- The Big Short – **Netflix**
- The Great Hack – **Netflix**
- Enron: the smartest guys in the room – **Amazon Prime** and lots of analysis on YouTube

Books/Audiobooks

Course textbook

The textbook chapter can be found here for Unit 1: <T:\Business Studies Department\Students\BTEC Business\Year 12\Unit 1\Unit 1 Student Book.pdf>

Books for wider reading

If you have access to Google Books, Amazon e-books, audio books or any other such online facility, read one of the suggestions below.

Activity: Write a book review. If you're stuck on what to say, imagine you're talking to someone who is asking you whether they should read the book.

1. Start with a couple of sentences describing what the book is about: write a synopsis.
2. Discuss what you particularly liked about the book: why should students read this book?
3. Mention anything you disliked about the book
4. Give some key facts
5. Try and list some of the A level concepts mentioned in the topics list.
6. Round up your review: Summarise some of your thoughts on the book by suggesting the type of reader you'd recommend the book to. For example: younger readers, older readers, fans of relationship drama/mystery stories/comedy. Are there any books or series you would compare it to?
7. Give the book a rating, for example a mark out of five or ten, if you like!

- Anyone can do it – Duncan Bannatyne
- The Rise And Fall Of Marks & Spencer - and How It Rose Again – Judi Bevan
- What You See Is What You Get: My Autobiography - Alan Sugar
- Management in ten words - Terry Leahy
- Screw it lets do it – Richard Branson
<https://www.youtube.com/watch?v=h9FkeyvdA2M>
- The Virgin Way – Richard Branson
Audio Book (free) - <https://www.youtube.com/watch?v=5wz40rdz7i4>
- The New One Minute Manager – Blanchard & Johnson
Audio Book (free) - <https://www.youtube.com/watch?v=ar4lrwXM4ao>
- Wake Up and Change Your Life by Duncan Bannatyne
https://www.youtube.com/watch?v=zqLVkMeJwE4&list=PLosYlqqowJvECmirOpdII_Ynw5Lb4M-Tf&index=10&t=0s

Biz Quiz

Activity: Test your knowledge of current affairs.

Click on the links below and for all questions that are incorrect, find the relevant news article and read about it.

- <https://www.tutor2u.net/business/blog/the-biz-quiz-6-march-2020>
- <https://www.tutor2u.net/business/blog/the-biz-quiz-13-march-2020>
- <https://www.tutor2u.net/business/blog/the-biz-quiz-27-march-2020>
- And try the quiz for subsequent weeks

Topical business news articles and videos

Get the BBC and the Guardian news apps and check the Business headlines every day, read 2-3 good articles a week.

Activity: Pick an article of your choice and summarise your findings on an A4 page using the 5 Ws: When? Who? Where? What? Why? If appropriate, add a 6th W: What next?

Below are some ideas to get you started:

- Impact of Coronavirus: <https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>
- Impact of Coronavirus on cash flow and liquidity: <https://www.reuters.com/article/us-health-coronavirus-easyjet/big-uk-airlines-ground-most-of-their-fleets-to-survive-coronavirus-idUSKBN2130S9> and https://www.bbc.co.uk/news/business-52027342?intlink_from_url=https://www.bbc.co.uk/news/topics/c77jz3mdmy3t/iag&link_location=live-reporting-story
- Non-price factors affecting demand: <https://www.bbc.co.uk/news/amp/business-52066454>
- Corporate Social Responsibility: <https://www.tutor2u.net/business/reference/corporate-social-responsibility-during-the-coronavirus-pandemic>
- Food supply: <https://www.bbc.co.uk/news/business-52020648>
- Agriculture, food supply and migration: <https://uk.reuters.com/video/watch/the-race-to-save-americas-harvest-idOVC7O0TEN>
- Oil industry retrenchment: <https://www.theguardian.com/business/2020/apr/01/bp-to-cut-spending-amid-most-brutal-oil-price-rout-in-decades>
- On Twitter, search for posts with the handles #Theme1 #alevelbusiness and follow the authors
- On Twitter, follows @revisionstation, @tutor2business, @twoteachers

Specific business research

You will be expected to research and investigate businesses to complete the requirements of Unit 1.

Activities:

Research news articles for any British business on the following topics:

Stakeholders, communication, marketing, staff employed, CEO and organisation structure, goods and services sold.

Research news articles for either Tesco, Waitrose, Halfords, BP or another British business (large organisation) on the following topics: Culture, CSR & Ethics, The PESTLE environment (Political, Economic, Social, Technological, Legal and Environment/Ethic), supply, demand and pricing policies.

Online websites

Find the online courses below and go through the course content.

Activities

Make revision cards for keywords

Make mind maps with pros and cons of various concepts, e.g. pros and cons of a franchise.

- Tdrive Business folder: <T:\Business Studies Department\Students\BTEC Business>
- Seneca Learning – search for BTec Business Level 3 then choose Edexcel <https://www.senecalearning.com/> then study Unit 1, topics from the 1.3 sub-unit.
- Tutor2u reference library – <https://www.tutor2u.net/business/reference>
- YouTube videos – subscribe to the following channels: [tutor2u](#), [TakingTheBiz](#), [Business As Usual](#)

Podcasts

Activities

Make revision cards for keywords.

Draw diagrams and label them.

Make mind maps with pros and cons of various concepts, e.g. pros and cons of a franchise.

Make a formula list and add some example calculations

Efficiency and productivity

<https://www.listennotes.com/podcasts/revise-a-level/operational-performance-zqDYtCScRly/>

Pricing

<https://www.listennotes.com/podcasts/revise-a-level/decision-making-pricing-a-l7Jkg6TS-sc/>

Pricing decisions

<https://www.listennotes.com/podcasts/revise-a-level/a-level-business-pricing-104HhoZXA3T/>

Market research

<https://www.listennotes.com/podcasts/revise-a-level/market-research-a-level-XhQS6TDc5iH/>

Market mapping

<https://www.listennotes.com/podcasts/revise-a-level/market-mapping-a-level-ZW51hHAda-P/>

Marketing objectives

<https://www.listennotes.com/podcasts/revise-a-level/setting-marketing-objectives-pgGOoZ6a3RA/>

Raising Finance

<https://www.listennotes.com/podcasts/revise-a-level/a-level-business-raising-R672m5eU0O9/>

Limited Liability

<https://www.listennotes.com/podcasts/revise-a-level/a-level-business-limited-dFP8zKNLobg/>

Expectations in Business

At Sixth Form, it is expected that students take a more pro-active approach to their studies and develop independent learning skills. In Business, it is important to foster a mature and professional working environment that gives students an opportunity to learn. Part of this is taking responsibility for your progress. Therefore, you will be referred for additional study sessions if it is felt that you require extra time to consolidate your knowledge and exam technique. If you feel you require any help and/or guidance with your work, please speak to your teacher.

The following is expected:

- **Conduct and behaviour** in lessons should reflect that of a professional working environment. If your behaviour does not allow learning to occur, you will be reminded of this and you may be asked to leave the lesson and sent to the study centre to continue your work. If this occurs, you will be referred to the Head of Year to explain your conduct.
- **Business folder** is to be brought to every lesson. Failure to do so on two occasions will again result in phone call or email home. If there is an issue with you bringing your Business folder to each lesson, please speak to your teacher.
- Students must turn up on time to every lesson. It is very disruptive to have students walking in late and is not fair on the rest of the group. Your teacher will not wait for you to start the lesson. If a pattern emerges of continued **poor punctuality** you will be asked to attend extra study sessions and referred to the Head of Year to explain yourself.
- If you are **absent from a lesson**, it is your responsibility to catch up on the missed work. You will be expected to contact your teacher to ask for work and to use tdrive for resources and homework. It may well be the topic that comes up in a future assessment or your final exam. Do not rely on your peers, as they are not the subject specialists.
- If your **absence is unauthorised** or you do not contact the teacher on your return you will be required to catch up during an extra study session.

Deadlines and Submitting Work

For every taught hour you are expected to be carrying out at least one extra hour of work. This could be finishing class work/activities, creating revision resources, practicing exam questions and/or completing effective revision on previously learnt content. **This means 5 hours a week of working on your BTEC Business on top of taught lessons.** This work can either be completed in your timetabled study time or at home.

- **Deadlines must be met.** If you do not meet a deadline expect a letter home and an extra study period.
- All homework will be shared on the school Portal (including content and deadlines). **Any issues with homework set should be addressed through contacting your teacher either in person or via email.**
- All work must **be submitted in the format with which you will be assessed.** In units where you will be examined (Unit 3) your work should be handwritten. For coursework units (Unit 1) your work should be word processed.
- If an extension is required for class-based assessments or homework this should be requested in person to Mr Dhillon at least 24 hours prior to submission. These will be granted on a case by case basis.

Failure to meet any of these expectations to a satisfactory standard will result in consequences including a formal meeting with the Head of Year and parents.