

Pearson
BTEC Level 3 National
Extended Certificate in
Business



- Passport to Sixth Form
- Name: _____

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Business

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Course Structure

Qualification structure

Pearson BTEC Level 3 National Extended Certificate in Business

Mandatory units

There are three mandatory units, one internal and two external. Learners must complete and achieve at Near Pass grade or above in all mandatory external units and achieve a Pass or above in all mandatory internal units.

Optional units

Learners must complete at least 1 optional unit.

Pearson BTEC Level 3 National Extended Certificate in Business				
Unit number	Unit title	GLH	Type	How assessed
Mandatory units – learners complete and achieve all units				
1	Exploring Business	90	Mandatory	Internal
2	Developing a Marketing Campaign	90	Mandatory and Synoptic	External
3	Personal and Business Finance	120	Mandatory	External
Optional units – learners complete 1 unit				
8	Recruitment and Selection Process	60	Optional	Internal

I will be assessed on...

My Level 3 Qualification consists of four units and is an Extended Certificate equivalent to 1 A-Level and is marked at a Pass, Merit or Distinction. All units must be passed in order to achieve a full qualification.

Unit 1 Exploring Business

Learning Aims

- 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.

This unit is internally assessed and externally moderated



Unit 3 Personal and Business Finance

Learning Aims

- A. Understand the importance of managing personal finance
- B. Explore the personal finance sector
- C. Understand the purpose of accounting
- D. Select and evaluate different sources of business finance
- E. Break even and cash flow forecasts
- F. Complete statements of income and financial position and evaluate a business' performance

This unit is externally marked and assessed under supervised examination conditions.



Unit 8 Recruitment and Selection

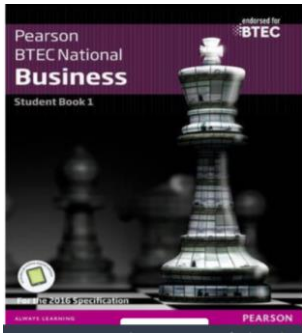
Learning aims

- A. Examine how effective recruitment and selection contribute to business success
- B. Undertake a recruitment activity to demonstrate the processes leading to a successful job offer
- C. Reflect on the recruitment and selection process and your individual performance

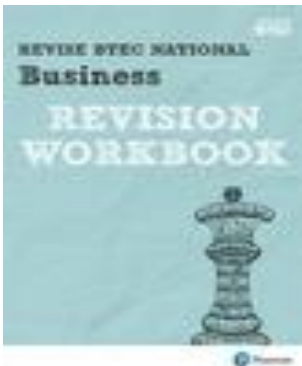
This unit is internally assessed and externally moderated



Reading List



BTEC Nationals Business Student Book
 Publisher: Pearson
 Author: Jenny Phillips, Helen Coupland-Smith, Catherine Richards, Julie Smith, Ann Summerscales
 ISBN: 9781292126241



Revise BTEC National Business Revision Workbook
 Publisher: Pearson
 Author: Claire Parry, Steve Jakubowski, Diane Sutherland, Jon Sutherland
 ISBN: 9781292150116



Revise BTEC National Business Revision Guide
 Publisher: Pearson
 Author: Diane Sutherland, Jon Sutherland, Steve Jakubowski
 ISBN: 9781292230566

Other recommended reads - Quality newspapers/magazines such as The Times, Guardian, Telegraph, Independent, journals such as The Economist (N.B there are reduced rates for students on some of these, for example, students were able to buy The Economist for 6p per copy instead of the standard £2!) Also, you can sign up online and receive free articles.



TV - Recommended Watching for Business Studies

-



BBC News

Latest news from around the world.



BBC Panorama

British current affairs documentary programme



Dragons Den

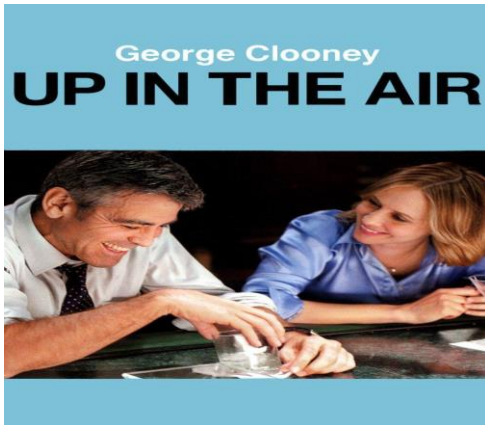
Programme about entrepreneurs presenting their business ideas to gain funding from the Dragons. (Venture Capitalists)



The Apprentice

Programme about entrepreneurs working in teams and being interviewed so they can gain backing from Sir Alan Sugar for their business idea.

Films - Recommended Watching for Business Studies



Up In The Air with George Clooney (2010);

Up in the Air is a 2009 American comedy-drama film directed by Jason Reitman and written by Reitman and Sheldon Turner, based on the career of J Weller. The story is centered on corporate "downsizer" Ryan Bingham (George Clooney) and his travels.

Business reference: Human Resources, retrenchment

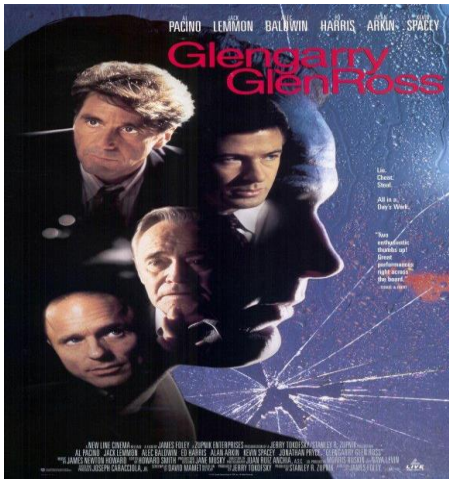


Enron: The Smartest Guys in the Room (2005);

The film examines the 2001 collapse of the Enron Corporation which resulted in criminal trials for several of the company's top executives during the ensuing Enron scandal it also shows the involvement of the Enron traders in the California electricity crisis.

Business reference: Profit, Public Limited Companies, Stock market, insider trading

Films - Recommended Watching for Business Studies



Glengarry Glen Ross" (1992)

This film follows the lives of four unethical Chicago real estate agents who are prepared to go to any lengths (legal or illegal) to unload undesirable real estate on unwilling prospective buyers.

Business reference: Profit



Pursuit of Happyness

The Pursuit of Happyness is a 2006 American biographical drama film based on entrepreneur Chris Gardner's nearly one-year struggle being homeless. Directed by Gabriele Muccino, the film features Will Smith as Gardner, a homeless salesman.

***Business reference :
Entrepreneurial spirit, sales,
finance***

NETFLIX

Made in Dagenham



Churchill



The True cost

The Iron Lady



The Big Short, 2015

©2017/03/31 thebigshortbusinessfilmschubovonnetflix/thebigshort/

NETFLIX

The social network



Boom bust Boom

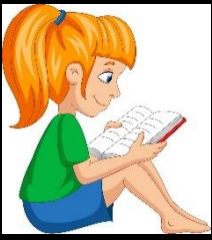


Mad men



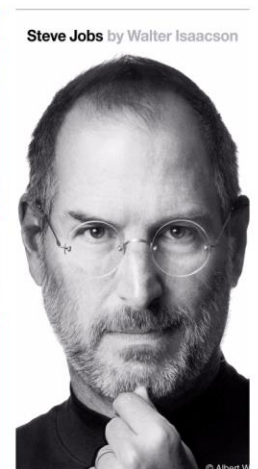
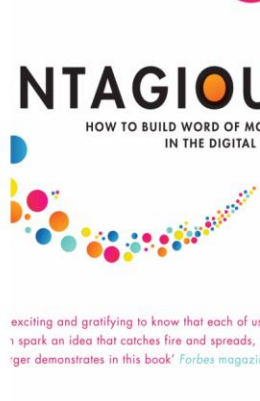
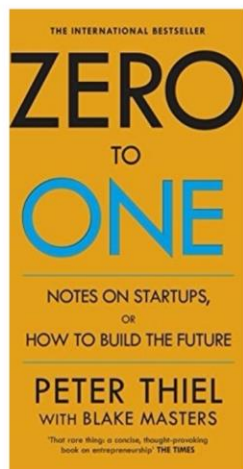
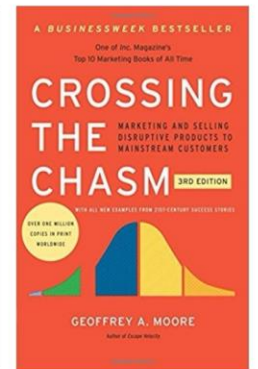
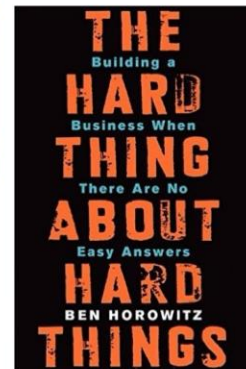
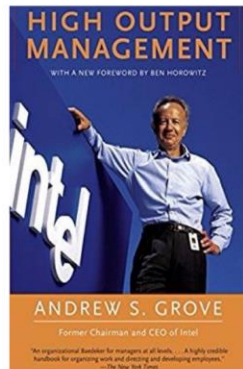
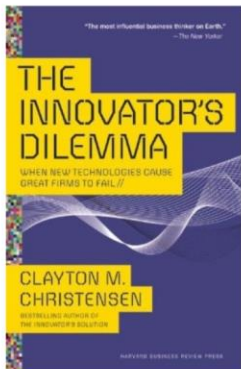
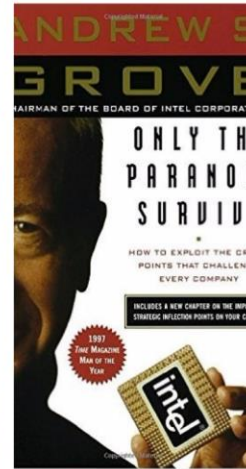
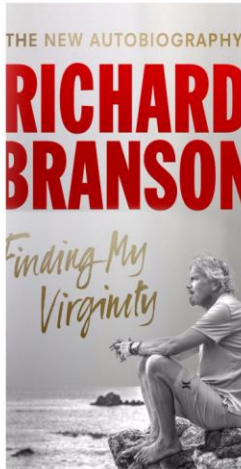
Steve Jobs; the last interview





Beyond NETFLIX

Further Reading



Research Task 1

Select a company

(Picking a Public Limited Company (PLC) will make it easier to find information on the internet).

Present your information as a report, PowerPoint presentation or poster.

Research some basic facts:

- Research and explain the term “PLC”
- Download the your chosen “PLC’s” annual accounts
- Read the chairman’s and CEO message at front of the pack
- Look through the pack to find the financial information (Income statement) this will show the revenue and profit.

Explain the following

- What does the business do?
- How large is it?
- Where is it based?
- What are its key objectives? (Hint: look in the Chairman’s statement in the annual report)

How successful is it?

Give evidence (Think about numbers: sales revenue, profit, market share etc. and get facts and figures).

Has it become more or less successful over the last few years?

(again, get evidence from annual report, compare finance for a few years)

What do you think are the key factors that affect its success and why? (Think about competitors, Government regulation, the economy, its financial situation etc.)

Evaluate what impact the coronavirus has on this business?

Research Task (2) - Unsuccessful Branding



• Many top businesses have launched brands unsuccessfully:

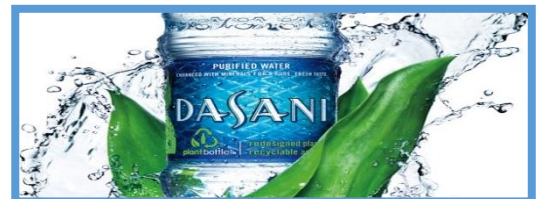
- Dasani water
- Coca Cola Blak
- McDonald's Arch Deluxe
- Colgate Kitchen Entrees
- Kellogg's Breakfast Mates
- Bic Underwear
- Sprite Remix
- Cosmopolitan Yoghurt



Research Task (2)



- Research ONE of the unsuccessful brands shown.
- Try to find out what was wrong with the brand.
- What people thought about it.
- Explain how this would affect the business.
- Describe your findings to the rest of the class



Home Learning Activity Log

Record here any additional activities you have undertaken to show how you have prepared for the course.

- Select activities from the home learning activity slides.
- Complete at least two activities.
- Bring evidence of your activities to your first lesson.

Date	Activity Completed

Home Activities (1)



“A week in Business”.



- 1 Select 7 pictures, one for each day to represent a business news story. (see if there is something different happening not just Coronavirus)
- 2 For each story, write a commentary/explanation:
 - What is happening
 - What has it got to do with business
 - Why is it important?
- 3 Select the story that you found most interesting. Why was this?
- 4 Create a poster showing your pictures

Home Activities (2)



Choose six companies/brands and research them!

Find out the following – Ownership type, Revenue, Profit, Number of employees, size, name of leader (CEO).

Any other interest facts!!

Home Activities (3)



ENTREPRENEURS			
 Denise Coates	 Bill Gates	 Evan Spiegel	 Jeff Bezos
 Elon Musk	 Oprah Winfrey	 Larry Page	 Simon Nixon
 Kylie Jenner	 John Paul DeJoria	 Sergey Brin	 Susan Wojcicki

Research six different entrepreneurs and find out the following: -

1. What have they done?
2. Why are they an entrepreneur?
3. How did they do it?
4. What is their net worth?

Optional Task

Other Useful Preparation for the Course

☞ Go to – www.tutor2u you can answer a quiz on topics relating to business and find additional support in the form of presentations and case studies to support your understanding of the subject.

Get into the habit of following the news: both in newspapers and by watching television programmes such as:

☞ The Hotel Inspector

☞ Channel 4 News

☞ Dispatches

☞ Running the Shop

☞ Panorama

Popular websites to use include:

☞ www.businessEd.co.uk

For a really good head start on the course, consider reading the following books:

- Common Sense Rules: What you really need to know about business, Deborah Meaden
- Anyone Can Do It, Duncan Bannatyne

Passport Checklist

Use this list to make sure you have everything you need to hand in in September in order to start your Level 3 BTEC in Business Nationals .

Task 1

Task 2

Home Learning Activities

Optional Task

Further information..

For more information about BTEC Level 3 National in Business you can find the specification and unit details at the following address.

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

Please email completed Business Studies Year 11 Transition Packs to Mrs Donkor ddonkor@stj.kent.sch.uk or Ms Noor mnoor@stj.kenk.sch.uk. If you have any questions about the course or any concerns, please email the above email addresses.