Level 3 BTEC Business Transition Booklet

Please note the compulsory summer work starts on page 3

About the course: The Pearson BTEC Level 3 National Extended Certificate in Business is an
Applied General qualification. It is for post-16 learners who want to continue their education through applied learning and who aim to progress to higher education and ultimately to employment in the business sector. The qualification is equivalent in size to one A Level and aims to provide a coherent introduction to study of the business sector.

The basics: Business is all around you every day, it isn't hard to see how it has affected you and will affect your future.

Key business terms:

Easy Key Term	Challenging Terms
Revenue (define, formula)	Inflation
Profit (define, formula)	Interest rates
Variable costs (define, formula)	Porters Five Forces
Contribution per unit (formula)	Boston Matrix
Break even (define, formula)	Ansoff Matrix
LTD	Labour turnover (define, formula)
PLC	Capacity utilisation (define, formula)
Unlimited liability	ROCE (define, formula)
Limited liability	Current Ratio (define, formula)
Exchange rate	Trading Bloc
Profit margin	Gearing

The writing styles

The style of writing at BTEC L3 is a development of the writing style needed at GCSE. The main requirements for both coursework assignments and examinations are

1) Knowledge (know your definitions)

2) Application (this is a big one for context of the case studies and extracts)

3) Analysis (show logical thinking and arguments. Consider why you raised the point)

4) Evaluation (bringing it all together, forming a judgement and answering the question)

Compulsory Summer Work

Task 1:

It is impossible to know what businesses will be examined in all your assessments. However, some of the big multinationals will provide you with enough evidence to cover all the aspects of business in your course. Become familiar with these businesses, they will help you contextualise your answers.

Your first summer challenge is to find out the ‘ownership’ types/legal structure of these companies listed below.

Volkswagen	NHS	Amazon	Vodafone
Apple	Shein	Nike	British Airways
Toyota	Unilever	Nestle	Mars
Tesco	Cadbury	Mars	Rolls Royce
Starbucks	Ikea	Tesla	John Lewis

Task 2:

One of your first topics when you arrive in September will be looking at why businesses exist and what objectives they set for themselves.

You can find out quite a lot about a business from its **mission statement**.

Definition: A statement of an organisation’s aims that uses language intended to motivate employees and convince customers, suppliers and those outside the firm of its sincerity and commitment.

1. Find the mission statements of **THREE separate businesses**. Choose well known organisations that are different (industry, size, ownership). For example, a supermarket, a mobile phone network, a technology company, a car maker.

2. Comment on each of the mission statements using the definition above to assess how effective they are. What type of language is used? Would it motivate employees and impress customers and suppliers? Perhaps you feel the mission statement is ineffective. Give your reasons.

3. When you have completed 2 you should then weigh up each of the statements and make a judgement about which is the most effective and give your reasons.

4. Carry out some research on the differences between private limited companies (LTD) and Public Limited Companies (PLC).

5. Stretch & Challenge Task. For Starbucks research their mission statement at: https://www.thebalance.com/starbucks-mission-statement-2891826

a) Explain how this information is useful to senior managers at Starbucks.

b) Why do well-known businesses publicise their mission statements on their website?

Task 3:

1. Complete the key terms list on page 2, add in ***furlough*** *and* ***shrinkflation***.
2. Choose 2 companies from the list provided for task 1. Create a fact file on each of the companies. The fact file should not be longer than two pages of A4 .
    a. Who they are and what they do
    b. Key financial information on them
    c. Their ownership types
    d. Recent news articles on the company over the past 12 – 18 months
    e. Cost of living crisis current and future impacts on the business success
    f. Their plans for the future (pick out two elements from their annual report)
    g. Their two major competitors and why

Enjoy and most of all embrace Business as a diverse topic that isn't always about making the most revenue and profit (although that is a pretty good answer for most of the questions...)

Good luck!!