

# BTEC LEVEL 3 NATIONAL EXTENDED CERTIFICATE IN BUSINESS

## YEAR 12 SUMMER PROJECT 2019

Business is always in the news. TV programmes like Dragons Den and the Apprentice have raised the profile of Business to a new generation helping business to continue to be a popular and sought after subject. The way businesses operate is changing and under greater scrutiny than ever before. The Business course encourages students to engage with, explore and understand business behaviour and develop a critical understanding of what business is and does and how they change in response to different circumstances.

Decision making is a key part of every business and many decisions made by large organisations' are widely reported regularly by the media. Research skills and having a keen interest in current affairs will help you add context to your understanding of business practice.

For your summer project, you are preparing for your first assignment by:

- Research **2 business** one must be operating for profit and another not for profit eg a charity – use the following websites to help:

- <http://www.managementtoday.co.uk/bulletin>
- <http://www.bbc.co.uk/news/business>
- <http://beta.tutor2u.net/business>
- <http://www.campaignlive.co.uk>



- Conduct research to find out what they do, who are their customers and who are their main competitors
- What is the size of this business? Small, medium or large?
- Is your business in the primary, secondary or tertiary sector?
- What makes them successful in our opinion? Choose three things and state and explain which of these things in your opinion has made them more successful
- Word process a summary of each business - your own words (not copied and pasted) and notes on the other areas mentioned above
- Include a comparison of these businesses in terms of how they have achieved their success. What did one company do that the other didn't or couldn't do? What resources does one business have that the other doesn't have?