



BTEC Business Transition Booklet Summer Work 2023

BULLERS WOOD SCHOOL FOR GIRLS

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Year 11 into 12 Transition Booklet

BTEC Business

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. Take Brexit for example, do you view that as a positive or a negative? Or the worldwide Global Economic impact that Coronavirus has had on a variety of different businesses and organisations.

Your course

Bullers Wood offer BTEC Level 3 National Extended Certificate in Business. Below is a link to the specification for you to see what you will learn over the course of the 2 years.

[Specification - Pearson BTEC Level 3 National Certificate in Business](#)

You will study in total 4 units. Two of the units are internally assessed (coursework) whilst the other 2 are externally assessed exams. However, the exams can be taken at various points across the two years and can be retaken with academic penalty at least twice. The units you will be taught are:

- Unit 1: Exploring Business (internally assessed)
- Unit 2: Developing a marketing campaign (external controlled assessment)
- Unit 3: Personal and Business Finance (external two hour exam)
- Unit 8: Recruitment and Selection Process (internally assessed)

How will I be graded?

You will be graded either a; distinction* (D*), distinction (D), merit (M) or pass (P)

What if I haven't studied business before?

It is OK! Every year we have students who have not studied business before. In a few months, it is often difficult for us to tell who has/hasn't studied business at GCSE. However, if you are worried, we would suggest working through **BBC Bitesize Business GCSE**. This covers the GCSE course that we complete at Bullers Wood, in summary and might help you to feel more confident in the first few months.

[GCSE Business - AQA - BBC Bitesize](#)

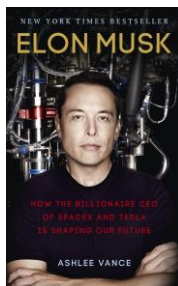
The reading list for the summer

One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done literally anywhere! The question is what to read?

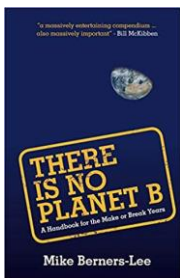
Here are some suggestions. We would recommend that you pick one book to buy and read. Treat it like GCSE English and annotate the book as you go. Underline key phrases, write notes in the margins. At the end of each chapter summarise your thoughts. You could agree to buy the same book as a friend and have a mini book club!



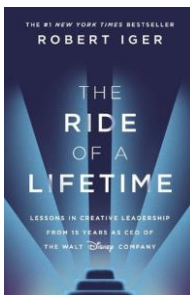
A really easy and interesting read from the creator of Nike In this candid and riveting memoir, for the first time ever, Nike founder and CEO Phil Knight shares the inside story of the company's early days as an intrepid start-up and its evolution into one of the world's most iconic, game-changing, and profitable brands.



For a modern take on being an entrepreneur. South African born Elon Musk is the renowned entrepreneur and innovator behind PayPal, SpaceX, Tesla, and SolarCity. Musk wants to save our planet; he wants to send citizens into space, to form a colony on Mars; he wants to make money while doing these things; and he wants us all to know about it. He is the real-life inspiration for the Iron Man series of films starring Robert Downey Junior.



If you are interested in Sustainable Business What is most pressing, what are the knock-on effects of our actions, and what should we do first? Do we all need to become vegetarian? How can we fly in a low-carbon world? Should we frack? How can we take control of technology? Mike Berners-Lee has crunched the numbers and plotted a course of action that is practical and even enjoyable. There is No Planet B maps it out in an accessible and entertaining way, filled with astonishing facts and analysis. For the first time you'll find big-picture perspective on the environmental and economic challenges of the day laid out in one place, and traced through to the underlying roots - questions of how we live and think. This book will shock you, surprise you - and then make you laugh. And you'll find practical and even inspiring ideas for what you can actually do to help humanity thrive on this - our only - planet.



If you are a fan of Disney AND business The CEO of The Walt Disney Company shares the ideas and values he has used to reinvent one of the most beloved companies in the world, and inspire the people who bring the magic to life. In 2005, Robert Iger became CEO of The Walt Disney Company during a difficult time. Morale had deteriorated, competition was more intense, and technology was changing faster than at any time in the company's history. "I knew there was nothing to be gained from arguing over the past," Iger writes. "The only thing that mattered was the future, and I believed I had a clear idea of the direction Disney needed to go."

A website that is made for you

Tutor2U has been supporting Business students for many years. There is a lot of good content which includes content notes, quizzes, articles, a blog and video tutorials. It is worth regularly looking at Tutor2U now and during your course.

<https://www.tutor2u.net/business>

Apps for Business

We recommend downloading at least one News App and subscribing to the Business News alerts. If you spend 5 minutes checking the business news on the APP every night you will find your business knowledge is greatly expanded.



News websites for Business

Similarly use these reputable websites when completing research tasks. Get used to looking at them at least once a week, and you will quickly become familiar with the layout and style of articles.

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

Twitter for Business

Below are a number of Twitter accounts that you might want to follow. We know Twitter is not your 'social media of choice', however, it is for a lot of businesses/entrepreneurs! Social media is a large part of communicating with stakeholder groups. Create an account and just follow these accounts purely to get ahead in business!

Broadsheets

@thetimes (right wing)

@guardian (left wing)

Broadcast news

@bbcbusiness

@sky news

Journals

@TheEconomist

@HarvardBiz

Tech Giants

@JeffBezos

@tim_cook

@BillGates

Retail

@the_brc (British retail consortium representing UK retailers)

Other

@tutor2uBusiness

@business studies (business studies content creator and excellent source of company news and analysis)

@bankofengland

@BIUK (business insider UK)

@LSEplc (London stock exchange, good for company results and mergers and takeovers)

TV for Business

Luckily for you, there are **MANY** Business programmes and documentaries that are being produced and updated all the time. Some good ones are linked below. Again, like with the reading, get used to making notes on the programmes as you go. You can also make notes on the key lessons that you have learnt from the programme/business/focus at the end. It might be worth getting a small notebook to make these notes. Here are some of our favourites;

PANORAMA- BBC IPLAYER- THE AWARD WINNING BBC CURRENT AFFAIRS PROGRAMME

<https://www.bbc.co.uk/iplayer/episodes/b006t14n/panorama>

Good business episodes;

The 15 Billion Pound Railway

[BBC iPlayer - The 15 Billion Pound Railway](#)

Description; Countdown to Crossrail. The dedicated team racing against time to complete the Elizabeth Line. Battling with the ballooning budget and looming launch, can they keep London moving?

The Elon Musk Show

[BBC iPlayer - The Elon Musk Show](#)

Description; From South Africa to Silicon Valley - the enigmatic, compelling and controversial inside story of the world's richest man, as told by family, friends and enemies.

The Hotel People

[BBC iPlayer - The Hotel People](#)

Description; Time to check in. After Covid closures, a Northern Ireland luxury hotel chain reopens its doors. It's been a tough time for the hospitality industry - can they bounce back?

Inside the Factory

[BBC iPlayer - Inside the Factory](#)

Description; Gregg Wallace and Cherry Healey hit factory floors across Britain for a snoop around their supersized production lines. What are the secrets behind our supermarket staples?

Billion Pound Bond Street

[Billion Pound Bond Street - ITVX](#)

Description; Behind-the-scenes documentary exploring London's most exclusive shopping street. Get a closer look at its glamorous brands including Dior, Boodles and Bonhams.

Heathrow: Britain's Busiest Airport

[Heathrow: Britain's Busiest Airport - Watch Episode - ITVX](#)

Description; Take a sneak peek inside Britain's biggest international airport

Dispatches- Channel 4s Award Winning Current Affairs Programme

<https://www.channel4.com/programmes/dispatches>

Lots of interesting business documentaries

Podcasts For Business

Here are a number of attention-grabbing Business Podcasts which might catch your interest. Listen to them before you go to sleep, or when you are out for a walk.

Business Wars

Business Wars launched in 2018, and has already become one of the most popular business podcasts. Each series of episodes serves as a case study showing the game-changing conflict between two businesses. First up: Blockbuster and Netflix.

HBR IdeaCast

IdeaCast is the next best thing, with HBR editor Sarah Green interviewing industry titans like Google's own Eric Schmidt. It's one of the most educational and informative podcasts around.

Outside In

Outside In with Charles Trevail is a specialised business podcast entirely aimed at uncovering the secrets of the world's most customer-centered brands. Business leaders, media figures, and academics come together to discuss strategies for fostering true "customer first" cultures.

Free OU Courses

There are lots of free courses on the Open University. Complete them and you get a certificate at the end. The guided learning hours are quite generous and often you will complete these ones in one sitting! Sometimes there is a mini task to complete. Again, we suggest you make notes on the key aspects as you go. You could agree to do the same course as a friend/group of friends and discuss it when you have all finished the course, to see if you picked up on the same key points/have the same opinions on the subject.

[All our free courses - OpenLearn - Open University](#)

Recommended Courses;

Different types of business- 3 hours

Description; A small grocery store run by one person and perhaps their family must pose quite different challenges from a multinational corporation with operations in many different countries. This free course introduces different types of business, depending on industry sector, size and type of ownership and discusses some of the ways in which businesses differ from each other.

[Different types of business - OpenLearn - Open University](#)

Hybrid working: change management - 6 hours

Description; Change is one of the constants in life, especially for organisations who need to adapt and evolve to ensure they meet the needs of their end users, stakeholders and staff to ensure they thrive and succeed. The COVID-19 pandemic forced accelerated change throughout the world, which could not be planned for, and rapid change programmes were implemented.

As we adapt to hybrid ways of working and expectations, organisations are drawing on their experience to start to consider how to manage change now and for the future. This course focuses on how to approach a change initiative you want to implement, introducing you to frameworks and tools you can draw on to manage change and build resilience to change within your organisation..

[Hybrid working: change management - OpenLearn - Open University](#)

Companies and financial accounting - 6 Hours

Description; introduces you to the legal characteristics of limited companies and how limited companies raise finance through ordinary shares and loan capital. It also introduces the interests of company stakeholders, and looks at three different perspectives on companies and their role in society. Finally, it introduces the formats of company financial statements in comparison with those of sole traders.

[Companies and financial accounting - OpenLearn - Open University](#)

Business communication: writing a SWOT analysis - 8 hours

Description- is designed to develop your writing skills for business. You will be taken step by step through the process of writing a SWOT analysis, with clear advice on selecting key information from a case study text, making concise notes, choosing an appropriate structure and using language effectively. You will learn how to write a formal report including recommendations, based on a case study analysis of the British company, Brompton Bicycle.

[Business communication: writing a SWOT analysis - OpenLearn - Open University](#)

Transition A Level Task: Task 1 - Apple

Research Apple and answer the following questions:

1. How much global revenue did Apple generate during the year 2022?
 - a. Where are you getting this data from? Is it a valid source of information?
2. What are the different ways that Apple advertises its products?
 - a. Why does it use these methods? Are there any methods it doesn't use and why?
3. Who is Apple's main competitor?
 - a. Where have you sourced this information from? Why are they such a big competitor?
4. What makes Apple's products so desirable?
 - a. Is this the same for all the products it sells? Why don't consumers buy cheaper alternatives?
6. What are the various ways Apple uses to communicate with its staff, shareholders and customers?
 - b. Why does it use the methods you have identified? What sort of information does it communicate?

Transition A Level Task: Task 2 – Large Businesses

Create a presentation on a business of your choice using the following points:

HINT: choosing a Public Limited Company (PLC) will make it easier to find out information on the internet)

Research some basic facts:

- Research the term "Annual Accounts for your chosen PLC"
- Download the PDF
- 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 had on this business?