



BTEC Business Year 12 Transition Work

Why study BTEC Business?

BTECs offer practical experience that is often lacking in more traditional routes such as A Levels. Students must undertake a number of units for which they present evidence, based on real-life work and studies. This allows them to demonstrate their skill and knowledge in practical situations. If you think you would succeed better working in this way, the BTEC route may be the one to take. Business is a subject that will open doors to varied pathways post-18. This could be apprenticeships, setting up your own business, university, and careers in the workplace e.g., marketing, human resources, accounting, the travel industry and many more.

BTEC Business at a glance

Content Overview:

The work is structured into four units, over two years and is equivalent to one A level.

Unit: GLH: Unit Title:

Approximately timing:

1	90 Exploring Business	Sept – May Yr. 12
2	90 Developing a Marketing Campaign	Sept Yr. 12 – May Yr. 12
3	120 Personal and Business Finance	May Yr12 – Jan Yr. 13
8	60 Recruitment and Selection Process	Jan Yr. 13 – May Yr. 13



Holy Trinity School

A Church of England Secondary School

BTEC assessment:

Assuming that you successfully finish the course by completing all the units, covering all the tasks, and providing acceptable evidence of all this, then you will get a certificate and a grade. This grade will be Pass, Merit, Distinction or Distinction*. Each unit that is assessed will be given a mark and at the end of the course the marks will be added up and the relevant grade awarded.

The purpose of the transition work

As part of your transition into Year 12 BTEC Business, we'd like you to demonstrate some of the skills you'll be developing on the course next year.



Deadline: Please ensure your completed task is submitted during your first lesson in September.

If you have any questions or need support, please contact Mrs A Holton at:



holton@holytrinitycrawley.org.uk



Transition Tasks

1. Pre-Listening Task: Meet the Brand (30 mins)

Research Gymshark

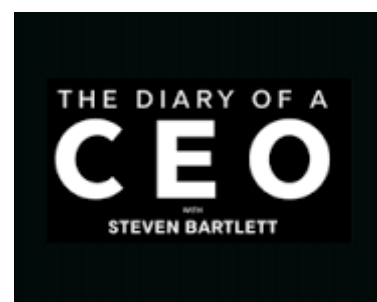
1. What do they sell?
2. Who is their target market?
3. What makes them different from other fitness brands?



2. Podcast Listening & Key Takeaways (1.5 hour)

Listen to the episode and answer the questions below: **'Gymshark CEO: How I Built A \$1.5 Billion Business At 19! Ben Francis'**

1. What challenges did Ben face in the early days?
2. What role did social media and influencers play in Gymshark's growth?
3. What leadership qualities does Ben demonstrate?
4. What business decisions helped Gymshark scale from a small operation to a global brand?
5. What surprised or inspired you most about Ben's journey?



Task 3: Business Concepts in Action (1 hour)

After listening to the podcast, identify and match key moments or themes from Ben



Francis's journey to specific A-level Business Studies concepts. This helps you begin to think analytically and apply theory to real-world examples.

Complete the table below by filling in the 'Podcast Moment', 'Business Concept', and 'Explanation' columns. An example one has been done for you.

Podcast Moment	Business Concept	Explanation
Ben used YouTube influencers to promote Gymshark	Marketing Strategy	This shows how influencer marketing can build brand awareness and loyalty.

Task 4: Create Your Own Brand (1 hour)

Design your own start-up brand inspired by Gymshark. This could be done on a word document or a PowerPoint presentation. Include:

1. Business name and logo
2. Target market
3. Marketing strategy (especially digital)
4. Growth plan

Task 5: Reflection (30 mins)

Write a short reflection:

1. What inspired you most about Ben Francis' journey?
2. What qualities do you think are most important for a successful entrepreneur?