

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

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 the transition from Yr. 11 to 12 we are asking you to show us some of the skills you will be demonstrating next year on the course. You have been asked to research and write an essay on **one** company, from a list that has been given. This will need to be submitted at the **FIRST** lesson in September. In case of any questions, please contact Mrs A Holton aholton@holytrinitycrawley.org.uk



BTEC Business

The Holy Trinity Church of England
Secondary School

Transition task:

With reference to **one** of the businesses listed below answer the following question in essay form. We are expecting a word-processed document of a minimum of four written sides (size 12 font). Include any supporting evidence relevant to your answer. (List at the end)

Title:

Evaluate how your chosen business has become a successful multi-national corporation?

(25 marks)

Businesses:

- Google
- Apple
- Coca Cola
- Nike
- Toyota
- BP
- Facebook
- Uber
- Amazon
- Tesla
- Tesco

How to answer the question:

1. Research the businesses above and select **one** of your choices that interests you and you can find information on.
2. Provide a **short** narrative on the history of your chosen company such as how did the company start as an introduction?
3. How successful has the company become? Get some data on the size and profit levels of the business over a period of time. Compare its level of success with that of a major competitor(s) over the same time scale.
4. What in your view are the **main factors** that have influenced the success of your chosen business?
5. What **problems** has the business encountered during their history and how has it overcome these issues?
6. Conclude with your evaluation- Do you think the business will continue to be as successful as it has in the past? What are the reasons for your views? What is the most important reason in your opinion? What might this depend upon?



The aim of this unit

This piece of work is to demonstrate/practice some of the skills you will use next year. You will be graded Pass, Merit or Distinction.

Distinction	Evaluate the reasons for the success of your chosen business, reflecting on the evidence gathered.
Merit	Analyse the level of success with a competitor using independent research.
Pass	Explore a business that has been successful

Meaning:

Explore - Learners apply their skills and/or knowledge in contexts involving practical research or investigation.

Analyse - examine (something) methodically and in detail, typically to explain and interpret it

Evaluate- Learners' work draws on varied information, themes, or concepts to consider aspects such as:

- strengths or weaknesses
- advantages or disadvantages
- alternative actions
- relevance or significance.

Learners' enquiries should lead to a supported judgement showing relationship to its context. This will often be in a conclusion. Evidence will often be written but could be through presentation or activity.

Sources of Information:

Newspapers / Magazines

- **The Guardian** Good site for business news.
<http://www.guardian.co.uk/business>
- **The Times** Good site for business news. <http://business.timesonline.co.uk>
- **The Daily Telegraph** Good site for business news. This includes a section on companies and markets. <http://www.telegraph.co.uk/money>
- **Economist** Useful site. Do not forget to use the backgrounders feature that allows you to find other articles on key topics and do look at the special reports. (Some elements open only to subscribers). <http://www.economist.com/>
- **BusinessWeek** Great site for business news and features.
<http://www.businessweek.com>



BTEC Business

The Holy Trinity Church of England
Secondary School

- **Business Review Magazine** Useful student magazine with articles on relevant topics as well as helpful advice on the examinations.

Online Resources

- **Tutor2U** Excellent website. Offers free student and teacher resources including revision notes, presentations, and quizzes. <http://www.tutor2u.net/>
- **BBC News** A superb resource and one of the best starting points to find resources. <http://news.bbc.co.uk/1/hi/business/>

Wider reading:

How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions

- **Rachel Bridge** An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how they spotted a gap in a market and developed a USP.

The Tipping Point: How Little Things Can Make a Big Difference - **Malcolm Gladwell**

A very readable and fascinating book, which investigates the reasons products become market leaders.

The Google Story - **David A. Vise**

An interesting investigation into the culture at Google, includes insights into the four-day working week and soft management styles. The question is; are these the things that made Google the world's number one search engine?

The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer

- **Jeffrey Liker** Covers Japanese Management Techniques such as Kaizen and TQM.

A-Z Business Studies Handbook, **Ian Marcousé** et al, Hodder Education/Philip Allan

Updates, good definitions, and explanations, with examples.

Bottled for Business, **K.Bilimoria**, Capstone, 2007, The founder of Cobra beer tells

the story of his business experience.

Anyone Can Do It, **D.Bannatyne**, Orion, 2007. The autobiography of a Dragon, very

accessible and good for revision.

Understanding Organisations, **Charles Handy**, Penguin, 1993 - a classic.

Losing my Virginity, **Richard Branson**, Virgin Books, 2005 - autobiography.

Cadbury's Purple Reign, **J.Bradley**, **John Wiley** - attractively produced official

biography of Cadbury chocolate, it has wonderful pics, but it is also the story of how (and why) a British brand went global. It pre-dates the Kraft takeover of course.





BTEC Business

The Holy Trinity Church of England
Secondary School