

At Holy Family we follow the Level 3 BTEC National Extended Certificate in Business. You will have to complete four units. Two of the units will be examined units and two NEA (Non-Examined Assessment) i.e. two pieces of coursework assignments.

The four separate units are as follows:

- Unit 1 – Exploring Business (NEA – Completed in yr 12)
- Unit 2 – Developing a Marketing Campaign (Examined Unit completed in yr 12)
- Unit 3 – Personal and Business Finance (Examined Unit completed in yr 13)
- Unit 4 – TBC (we will choose a unit together that interests you the most) - NEA

I have put the following together for you for you to start doing some reading round the topics we will be covering across the two years. For each topic, we have given a brief overview and then some starting points, with examples of reading and video links for you to follow up.

If you want a particular starting point, in the September of Year 12 we start with Exploring Business.

UNIT 1 - Exploring Business

This is an internally assessed assignment that you will complete start in September and finish in May of the academic year.

You will be required to choose 2 businesses that interest you, one of which must be a not-for-profit organisation. Some examples in the past have been Apple and Barnardos.

Learning Aim A

Explore the features of different businesses and analyse what makes them successful

Starting points...

One of the topics we will study here is business stakeholders and their influence on decisions made within a business.

- **Video:** <https://mrshearingbusinessstudies.weebly.com/151-business-stakeholders.html> - a GREAT introduction to the work we will be doing
- **Reading:** <https://corporatefinanceinstitute.com/resources/knowledge/finance/stakeholder/>
- **Activity** – *write down all of the stakeholders and spider diagram how they can impact upon a business. Think: how could they impact on customer service, products that the business sells, marketing that the business chooses, where/how the business sells its products.*

Learning Aim C

Examine the environment in which businesses operate

The key area for learning here is how the external environment of the wider world affects a business. This is a very important aspect of the learning especially in these times and a very

topical area to look at is how the Covid-19 pandemic has impacted upon businesses and their ability to operate normally.

Starting points...

- **Reading:** <https://www.pwc.co.uk/issues/crisis-and-resilience/covid-19.html>
There is a range of resources here to read and watch on the impact of Covid-19 and what lies ahead for businesses in the future
- **Activity:** Research 3 winners and 3 losers from the covid-19 pandemic. You should identify 3 businesses that have benefited from the pandemic and 3 that have been negatively impacted summarising why they have either been affected positively or negatively.

Learning Aim E

Investigate the role and contribution of innovation and enterprise to business success.

In this section of the assignment again you will choose a business that interests you and you will look at how they have been innovative in their industry. James Dyson is a good example of this.

- Reading: <https://businessadvice.co.uk/from-the-top/a-lesson-in-innovation-from-james-dyson-the-inventor/>
<https://businesscasestudies.co.uk/innovation-research-and-development/>
- Video: <https://www.jamesdysonfoundation.co.uk/who-we-are/our-story.html>
- Activity: Choose a business that you are interested in and research how they have been innovative. Perhaps create a timeline of their products to visually show how they have been creative.

UNIT 2 – Developing a Marketing Campaign

This is a pre-release case study exam. You will be given a fictional business in an industry in the UK. You will then be expected to use the information they have given you alongside your own research to produce a promotional campaign for this business.

Learning Aim B

Using information to develop the rationale for a marketing campaign.

In this work, you will be expected to be able to research and interpret market information that is relevant to the given business and use it to make judgements about the type of marketing that a business should undertake to attract customers.

Starting points...

To illustrate the requirements of this learning aim we will use the pop-up cinema industry as a starting point for you learning.

- Reading & Video's

<https://www.tutor2u.net/business/blog/pop-up-cinemas-in-the-uk-market-insights>

- Activity: Using the above link choose 5 of the key topics highlighted. State how each of these 5 things would impact a business wanting to enter the pop-up Cinema market.

Learning Aim C

Planning and developing a marketing campaign

As part of the pre-release exam, you will need to investigate the marketing campaigns that have been used by other businesses in the same industry as your given business.

- Activity: Choose any pop-up cinema from the list provided by Tutor2U and research all of the different methods they use to promote their business. Draw up a spider diagram so that you have a full list of the strategies they use.

UNIT 3 – Personal and Business Finance

This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. It is vital you understand the financial decisions you will need to take throughout your life and how risk can affect you and your choices. This unit will also give you an insight into where you can get financial advice and support.

The business finance aspects of the unit introduce you to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses. Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed. Measuring the financial performance of a business will require you to prepare and analyse statements of comprehensive income and statements of financial position.

Learning Aim A

Understand the importance of managing personal finance.

Part of learning aim A tries to give you a better understanding of key aspects of good financial decisions in your personal life including the different types of current accounts you can access at banks and also key topics such as car insurance.

In this preparation for Level 3 BTEC we will focus on these two aspects;

Current accounts

- Reading: <https://moneyfacts.co.uk/banking/guides/what-is-a-current-account/>
- Video: <https://www.moneyadviceservice.org.uk/en/articles/current-accounts>
- Activity: Choose 2 high street banks that you are familiar with, eg Santander and Nationwide. Research the different current accounts they offer and compare the benefits you would receive from each different type of account.

Car Insurance

- Video <https://www.cover4insurance.com/insurance-products/personal/car-insurance>
- Reading : <https://uk.news.yahoo.com/save-money-car-insurance-164007105.html>
<https://www.themoneypages.com/insurance/men-pay-26-car-insurance-women/>
<https://www.moneywise.co.uk/news/2020-05-11/jobs-cheapest-car-insurance-premiums>

Developing as a Business Student

The best Business students at Level 3 keep reading the news and generally seek to improve their business understanding by engaging with business discussions regarding key issues.

The below includes, websites, podcasts, documentaries and even films which provide a great way of staying inspired and engaging with business studies.

ONLINE NEWS ARTICLES

- **THE CONVERSATION.COM** <http://theconversation.com/uk> *we can highly recommend you use this!* This you will find is really useful to support many of your A Levels. It provides up to date articles from academics and specialists in the field written in a way that is accessible to all, summarising key points in short but insightful articles.
- **BBC NEWS** <https://www.bbc.co.uk/news> - an excellent source of up to date articles
- **THE GUARDIAN** <https://www.theguardian.com/uk> - again many useful articles and logically ordered

PODCASTS

Now is the time to broaden your business understanding understanding! Stick your headphones in and listen to some of the following...

<https://player.fm/series/we-study-billionaires-the-investors-podcast-network>

<https://player.fm/series/marketing-smarts-from-marketingprofs>

<https://player.fm/series/the-side-hustle-show>

BUSINESS DOCUMENTARIES

BBC i-player

- Hot property – British house building industry
- Amazon's retail revolution
- Real storage wars
- Making a meal of it
- Fortune tellers
- Mary Queen of shops
- Women on top

ITV Hub

- The Martin Lewis show

Channel 4

- Tricky Business
- Risking it all
- Internet famous
- The secret world of lego

There are also many films that can be accessed on net flicks, amazon prime or you tube. Here are a few for you;

Films

- Print the legend
- Betting on zero
- Startup.com
- Wall mart: the high cost of low price
- Banking on Bitcoin