

BTEC Business Taster Session

Presentation



The background features a low-angle shot of several modern skyscrapers reaching towards a blue sky with light clouds. On the left side, there is a large, light-colored curved graphic element that overlaps the buildings. Three dark blue circles of varying sizes are arranged vertically along this curve.

Why choose Business?

- Learn about the 'Real Business World'
- Develop skills and learning that you will need in the future e.g. budgeting and recruitment
- Be able to understand how different businesses are structured
- Information on what different job roles involve e.g. finance, marketing, human resources
- Understand what goes into making a business plan

Year 12

UNIT 1

Exploring Business – Coursework

- A** – Explore the features of different businesses and analyse what makes them successful
- B** – Investigate how businesses are organised
- C** – Examine the environment in which businesses operate
- D** – Examine business markets
- E** – Investigate the role and contribution of innovation and enterprise to business success.

UNIT 3

Personal and Business Finance – Exam

- A** – Understand the importance of managing personal finance
- B** – Explore the personal finance sector
- C** – Understand the purpose of accounting
- D** – Select and evaluate different sources of business finance
- E** – Break-even and cash flow forecast
- F** – Complete statements of comprehensive income and financial position and evaluate business performance

Year 13

UNIT 2

Developing a Marketing Campaign – Controlled Assessment

- A** – Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign
- B** – Using information to develop the rationale for a marketing campaign
- C** – Planning and developing a marketing campaign

UNIT 8

Recruitment and Selection – Coursework

- A** – Examine how effective recruitment and selection contribute to business success
- B** – Undertake a recruitment activity to demonstrate the processes leading to successful job offer
- C** – Reflect on the recruitment and selection process and your individual performance.

How will I be assessed?

Unit 1: (Year 12)

Coursework will be assessed by your Teacher

Pass	Merit	Distinction
Learning aim A: Explore the features of different businesses and what makes them successful		AB.D1 Evaluate the reasons for the success of two contrasting businesses, reflecting on evidence gathered.
A.P1 Explain the features of two contrasting businesses. A.P2 Explain how two contrasting businesses are influenced by stakeholders.	A.M1 Assess the relationship and communication with stakeholders of two contrasting businesses using independent research.	
Learning aim B: Investigate how businesses are organised		
B.P3 Explore the organisation structures, aims and objectives of two contrasting businesses.	B.M2 Analyse how the structures of two contrasting businesses allow each to achieve its aims and objectives.	
Learning aim C: Examine the environment in which businesses operate		C.D2 Evaluate the extent to which the business environment affects a given business, using a variety of situational analysis techniques.
C.P4 Discuss the internal, external and competitive environment on a given business. C.P5 Select a variety of techniques to undertake a situational analysis of a given business.	C.M3 Assess the effects of the business environment on a given business.	
Learning aim D: Examine business markets		D.D3 Evaluate how changes in the market have impacted on a given business and how this business may react to future changes.
D.P6 Explore how the market structure and influences on supply and demand affect the pricing and output decisions for a given business.	D.M4 Assess how a given business has responded to changes in the market.	
Learning aim E: Investigate the role and contribution of innovation and enterprise to business success		E.D4 Justify the use of innovation and enterprise for a business in relation to its changing market and environment.
E.P7 Explore how innovation and enterprise contribute to the success of a business.	E.M5 Analyse how successful the use of innovation and enterprise has been for a given business.	

How will I be assessed?

Unit 3: (Year 12)

2 Hour Exam assessed externally

Assessment

This unit is externally assessed using an unseen paper-based examination, and marked by Pearson.

Unit 3 – Finance Exam

A Understand the importance of managing personal finance

A1 Functions and role of money. A2 Different ways to pay. A3 Current accounts . A4 Managing personal finance

B Explore the personal finance sector

B1 Features of financial institutions. B2 Communicating with customers. B3 Consumer protection in relation to personal finance. B4 Information guidance and advice

C Understand the purpose of accounting

C1 Purpose of accounting. C2 Types of income. C3 Types of expenditure

D Select and evaluate different sources of business finance

D1 Sources of finance

E Break-even and cash flow forecasts

E1 Cash flow forecasts. E2 Break-even analysis

F Complete statements of comprehensive income and financial position and evaluate a business's performance

F1 Statement of comprehensive income. F2 Statement of financial position. F3 Measuring profitability. F4 Measuring liquidity. F5 Measuring efficiency. F6 Limitations of ratios

How will I be assessed?

Unit 2: (Year 13)

Part A: 6 hours of research under supervised conditions

Last week of DECEMBER & first week of JANUARY

Part B: 3 hour assessment under supervised conditions (Activity 1 + 2)

Second week of JANUARY

You must pass this supervised assessment to pass the course.

Unit 2 – Marketing controlled assessment

A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign

A1 The role of marketing

A2 Influences on marketing activity

B Using information to develop the rationale for a marketing campaign

B1 Purpose of researching information to identify the needs and wants of customers

B2 Market research methods and use

B3 Developing the rationale

C Planning and developing a marketing campaign

C1 Marketing campaign activity

C2 Marketing mix

C3 The marketing campaign

C4 Appropriateness of marketing campaign

How will I be assessed?

Unit 8: (Year 13)

Coursework will be assessed by your Teacher

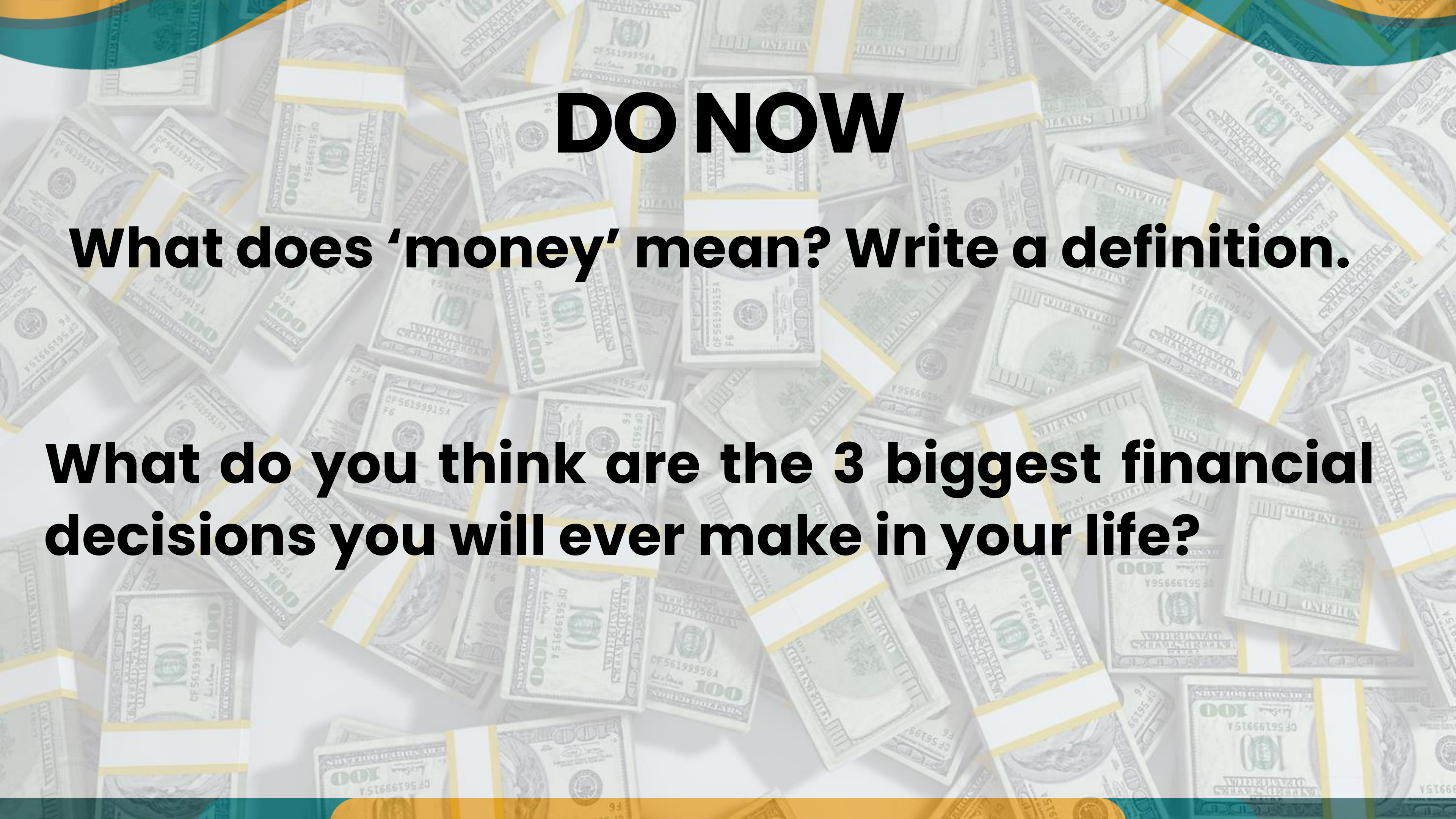
Pass	Merit	Distinction
Learning aim A: Examine how effective recruitment and selection contribute to business success		A.D1 Evaluate the recruitment processes used and how they contribute to the success of the selected business.
A.P1 Explain how a large business recruits and selects giving reasons for their processes. A.P2 Explain how and why a business adheres to recruitment processes which are ethical and comply with current employment law.	A.M1 Analyse the different recruitment methods used in a selected business.	
Learning aim B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer		B. D2 Evaluate how well the documents prepared and participation in the interview activities supported the process for a job offer.
B.P3 Prepare appropriate documentation for use in selection and recruitment activities. B.P4 Participate in the selection interviews, as an interviewer and interviewee.	B.M2 In recruitment interviews, demonstrate analytical responses and questioning to allow assessment of skills and knowledge.	
Learning aim C: Reflect on the recruitment and selection process and your individual performance		C.D3 Evaluate how well the recruitment and selection process complied with best practice, drawing reasoned conclusions as to how it will support your future career.
C.P5 Complete a SWOT analysis on your performance in the interviewing activities. C.P6 Prepare a personal skills development plan for future interview situations.	C.M3 Analyse the results of the process and how your skills development will contribute to your future success.	



Internal Units		
	Unit 1 90 GLH	Unit 8 60 GLH
U	0	0
P	9	6
M	15	10
D	24	16

External Units		
	Unit 2 90 GLH	Unit 3 120 GLH
U	0	0
P	9	12
M	15	20
D	24	32

Extended Certificate	
360 GLH	
Grade	Points threshold
U	0
P	36
M	52
D	74
D*	90

The background of the slide is a dense, overlapping pattern of US one hundred dollar bills. The bills are slightly faded and oriented in various directions, creating a textured, financial theme. The text is overlaid on this background.

DO NOW

What does 'money' mean? Write a definition.

What do you think are the 3 biggest financial decisions you will ever make in your life?

ACTIVITY 1

Research and explain the following terms:

- **Debt**
- **Credit rating**
- **Bankrupt**
- **Solvent**
- **Stakeholder**
- **Profit**

ACTIVITY 2

IN YOUR OWN WORDS, EXPLAIN the different consequences of poor financial management (in essay format) – ½ page of A4.

TIP: Use some or all of the following to assist you:

- **To avoid getting into debt**
 - **To control costs**
- **Avoid legal action and/or repossession**
 - **Remain solvent**
- **Maintain a good credit rating**
- **Avoid bankruptcy**
- **Generate income and savings**

A group of business professionals in an office setting, celebrating with their arms raised and fists clenched. The image is semi-transparent, serving as a background for the text.

ACTIVITY 3

IN YOUR OWN WORDS, EXPLAIN what makes a business successful. Use the terms: Stakeholders and profit in your essay – 1½ page of A4.

Plenary

Name the brand

1.



2.



3.



4.



5.



6.



7.



8.



CLASS DEBATE:

Which of these businesses would you regard as the most successful and why?

Thank you