



# BUSINESS BTEC

**Course: Pearson BTEC Level 3 National Diploma in Business**

**Students will enjoy this course if they:**

- Have the ability and motivation to write extensive coursework
- Like doing presentations
- Would like to develop an understanding of how businesses work
- Are able to complete comprehensive independent research

Students should have a general interest in how businesses work. They should also be comfortable with ICT and enjoy group work, problem solving, presentations, working with numbers and meeting deadlines.

This course is assessed by coursework and examinations. Students will complete a total of eight units, five of these are coursework units and three of which are assessed by formal examinations. The points achieved on each unit will be added together to form an overall grade.

## TASK 1

### RESEARCH A LARGE BUSINESS

This task gives you the opportunity to research a real business. This is something you will need to do regularly throughout the course as you will be required to draw on your knowledge of real business.

#### 1. Choose a large business of your choice.

*How do you know if a business is large? A business that has **plc** after its name will be a large business. Some **Ltds** are also large. Examples of large businesses include General Foods, Tata Jaguar Landrover, Tesco, P&G, Apple etc*

Research this business using SCORE and **summarise your findings in note format.**

\*SCORE is the technique we use to analyse any case study before answering questions.

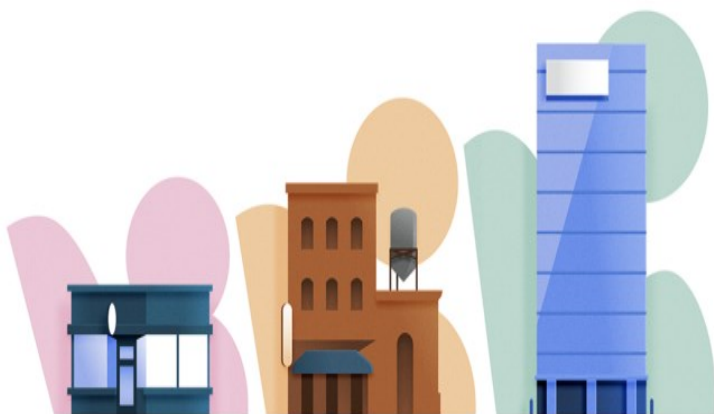
**Size and Sector** – *How many people work there? Is it a manufacturing business or is it the service sector? What is its market capitalisation?*

**Customers and competitors** – *who are the target market for this business (gender, age, geographic location, income group etc) and who are the main businesses that your chosen business competes with?*

**Objectives** – *what is the business aiming to achieve this year? Over the next few years?*

**Resources** – *is your business profitable? Does it have money to reinvest? Are the staff skilled?*

**External environment** – *what is happening outside of the business that may affect the decisions that the business takes. For example the growth of Aldi and Lidl in the UK caused Tesco to set up new aisles stocking discount products, so that they can compete directly with the discount supermarkets.*



## TASK 2

### ANALYSING THE EXTERNAL ENVIRONMENT.

The business environment is always changing. Developments in technology, changing tastes and fashions, political decisions (e.g. BREXIT), the ageing population, rises and falls in the economy, changes in legislation etc all present opportunities and threats to business.

To help analyse the external environment we use the acronym PESTLE

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

Create a mind map to show the *external influences* on your chosen business.

## TASK 3

### A: SOLVING A BUSINESS PROBLEM

During the summer, months there are many festivals taking place in the UK. At the end of the event, there are thousands of tents and camping equipment abandoned by festival goers.

You have been tasked with writing a report, advising the festival organisers how to deal with the aftermath



of the event. You must bear in mind that you are a business.



### Report Structure

As a business, you will need to consider:

- The name of your business.
- What the objectives for the task would be
- Identify what your problems might be, set the scene.
- Your proposal, with an explanation of how you are going to resolve the challenge.

You should also consider the following:

- Resources required: *Human*: who you may need to support you. *Financial*: an overview of costs involved, Income you could receive. Alternatively, are you going to be charitable? *Physical*: materials and equipment needed.
- Marketing: *Selling*: How are you going to dispose of what you have? *Promotional Material*: any flyers, advertisements you may need to design
- Environmental consideration
- Charitable causes

At the end of your report, you should summarise your recommendations. Minimum 1,000 words.

## TASK 4

In preparation for the content of the BTEC level 3 in Business you will need to undertake a research task on a business of your choice.

Think about Businesses that you can access lots of information on such as: Tesco, Sainsbury's, Pets at Home, Oxfam, Cancer Research.....

You are to produce a report which gives answers to the following questions:

- Who is the business? What year was it formed, products, owners, brief history.
- What are the businesses aims, objectives and mission statement? This is often found on their website
- What are its profits, revenues, costs etc for the last financial year? - This could be in the format of a table or graph and you should explain and compare it to other years.
- How is the business owned? - Is it a sole trader, private limited company or public limited company?
- Is it a non for profit organisation like a charity? If so, what does it spend the money on? How much does it raise? How does it raise money?
- If it's a PLC, what is its share price? Has this changed in the last 5 years?

- Has the business been affected by external influences? These could be competitors, the economy, interest rates, inflation, unemployment, technology.

You MUST refer to your research and the sources you have used in an appendix at the back of your report.

## HOW YOU WILL BE ASSESSED

**Distinction** – All questions answered in relation to the task. A clear understanding of all business with thorough and comprehensive research. Excellent presentation throughout the report with very few QWC errors.

**Merit** – Most questions answered in relation to the business. Some understanding of the business with detailed research. Good presentation with a number of QWC errors.

**Pass** – Few of the questions answered in relation to the business. Poor understanding. Basic presentation with many QWC error

## QUERIES?

Please feel free to email Ms McCarthy:

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