

# The Sixth Form at George Abbot

'Academic excellence within a vibrant community.'



Subject: BTEC Business

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## Pre Sixth Form Tasks

Task	Detail	Demonstrated		
		Yes	Partially	No
Organisation	You are required to have two folders. Please see folder organisation below.  Additionally, add a stack of A4 hole punched lined paper in your folders for note taking.			
Further Reading	All the activities below give you an insight into each of the four units you will study in the next two years.			
Additional task(s)	Watch and follow Martin Lewis (Money Saving expert).  Listen to "The Money Box" BBC Radio 4.			

### Link to Subject Specification

Pearson BTEC Level 3 National Extended Certificate in Business

[https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/9781446938218\\_BTECNationals\\_Bus\\_ExCert\\_Spec\\_Iss3C.pdf](https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/9781446938218_BTECNationals_Bus_ExCert_Spec_Iss3C.pdf)

*This must be downloaded and printed if not provided by department in another format.*

### Suggested Reading List and Subject Resources

- Business and Economics Review
- Financial Times
- Encyclopaedia of Major Marketing Campaigns by Thomas Riggs
- Why Didn't They Teach Me This in School?: 99 Personal Money Management Principles to Live By

All tasks completed	Yes	No
Subject Teacher Signature		

## Folder Organisation

You are required to have **two folders**:

**Folder 1** should be divided into **3 sections**:

1. Unit 1- Exploring Business
2. Unit 2 – Developing a Marketing Campaign
3. Unit 8 - Recruitment and Selection

**Folder 2** should be divided into **8 sections** – Unit 3 – Personal and Business Finance:

1. Learning Aim A
2. Learning Aim B
3. Learning Aim C
4. Learning Aim D
5. Learning Aim E
6. Learning Aim F
7. Revision Assessment

Additionally, add a stack of **A4 hole punched lined paper** in your folders for note taking.

### Activity 1 - Create a document to answer the following:

- Find out the difference between the private and public sector. Write this down.
- Find out what a not-for-profit organisation is.
- List 5 examples of each (private sector business, public sector organisation and not-for-profit organisation).
- Pick an example from each and write a case study, deciding what features are similar and which ones are different. Consider things such as their activities, number of people working there, their size, where they operate, how they are funded, what they spend their money on, what they aim to do, how successful they are, how you have measured their success. This can be put in a table. See example below.

	Similarities	Differences
Private Sector Business		
Public Sector Organisation		
Not-for-profit Organisation		

### Activity 2 -Different types of Ownership

- Find out about the different types of ownership a business can decide to have.
- Research the characteristics and different types of businesses that use it. List the advantages and disadvantages of each type. Put this in a table, example below. GCSE Bitesize gives lots of help.

Types of ownership	Characteristics and types of business that use it	Advantages	Disadvantages
Sole trader			
Partnership			
Private limited company			
Public limited company			
Franchise			

### Activity 3 – how to set up a limited company

- Use the government website to create a factfile on how to set up a limited company. <https://www.gov.uk/limited-company-formation>
- Explain the difference between a company limited by shares and a company limited by guarantee.
- Include the 7 steps the government suggest you take when you set up a limited company.
- Give some more details about each stage, such as the documents you have to create to set up the business (memorandum of association and articles of association, the financial records you will have to keep).

#### **Activity 4 – Aims and Objectives**

- Find out what a mission statement is. List the mission statements of 5 different organisations.
- List the different financial and non-financial aims a business may have.
- Find out what a SMART objective is.
- Give some examples of SMART objectives for a business.

#### **Activity 5 – Stakeholders**

- Find out what a stakeholder is.
- Identify the different stakeholders a business may have.
- Explain what each one would want out of a business.

#### **Activity 6 – write a report on a business of your choice**

Pick a large business that is **based in the UK** e.g. Tesco. (A UK plc has to give the public much more information than an American one.)

Using the website, company annual report and other research write a report on the business. In your report you should:

- Identify the features of the business –explain its history, what its activities are, where is it based, how many stores it has, how many people it employs, who owns the business.
- Find out its aims and objectives. The company report might help you here.
- Try and find examples to illustrate each aim, i.e. if one aim is to make a profit find out their profit figures in the last year, if another aim is to help society give examples of the charity events they hold. Do you think they have achieved their aims? What is the evidence?
- Identify the stakeholders of the business (anyone who is affected by the business) and explain what each one might want out of the business.

#### **Activity 7 – Recruitment and Selection Process**

Research into the recruitment and selection processes of a large business of 250+ employee. **This should be a different business from Activity 6.**

Present your research information by:

- Creating a timeline using a flow chart to represent your information.

#### **Activity 8 – Marketing Campaign**

Design a marketing campaign for a new healthy yogurt drink.

#### **Activity 9 – Personal & Business Finance**

Watch an episode of “The Martin Lewis Money Show”.

- Write down at least 2 pieces of advice he gave to consumers.
- Why did he give such advice?