



Summer School

BTEC Business



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BTEC Business is a 2 year course, resulting in the Extended Certificate

The course consists of 4 units:

- Unit 1 – Exploring Business
- Unit 2 – Developing A Marketing Campaign
- Unit 3 – Personal & Business Finance
- Unit 14 – Investigating Customer Service

Year 1

Unit 1 is coursework and consists of 3 assignments. These assignments focus on applying theory to real business organisations.

Unit 2 is a set task exam which takes place in May of the first year. A case study is set by the exam board 2 weeks before the exam and students then prepare for this and are able to take some notes into the exam.

Unit 14

This consists of 2 assignments. Assignment 1 is completed at the end of year 1 and is a in depth look at customer service, focusing on two local businesses. In previous years students have focused on Gisborough Hall Hotel and Morrisons Supermarket and have enjoyed visits and visiting speakers.

Year 2

Unit 14

Students complete the second assignment. This focuses on practical customer service skills. Students carry out and evaluate their performances, through a presentation, a role play and replies to complaints on Trip Advisor.

Unit 3

Students spend the remainder of Year 2 studying personal and business finance. Through this unit student gain real understanding of a wide range of personal finance issues such as banking, insurance, saving and investment, and gain understanding of how businesses manage their finances. This unit is assessed by an exam in May of the second year.

What makes a good BTEC Business Student?

You should be hard-working and inquisitive, with an interest in business. BTEC Business is split between coursework and exams, so research skills, excellence attendance and thorough revision are all really important. Students love the practical nature of this subject, the fact that everything they study is current and relevant. Many students also love the fact that it is different to anything that they have done at school, whilst others see it as progression from studying Business at Level 2.

Additional Reading

Developing good research skills is key to producing good coursework. Check out the following website which has lots of good advice about how to research effectively

[How to Research Effectively \(with Pictures\) - wikiHow](#)

Tasks to complete over the summer

Task 1

Your first lessons will introduce you to the different sectors of the UK economy, the public sector, not for profit sector and private sector. Find out what we mean by these different sectors and make a list of some examples of real organisations in each sector.

Task 2

News challenge – keep a diary of businesses that are in the news. Make sure you record the date, their name and why they are in the news. Using online sources do some research into the issue. These could make very good examples for your coursework later on.

Task 3

The theme for your first assignment is the reasons why a business has been successful. Pick a business that you are familiar with and carry out some detailed research. Make a list of the reasons why this business has been successful.

How good is your business general knowledge?

Try this quiz [Business Quiz - Quiz about Business \(quizstone.com\)](#)