

BTEC Business: Summer Work

Please find attached a pack of work to help prepare you for Sixth Form.

I am delighted that you have shown an interest in Business Studies. In order to get you thinking about the subject, please use the following tasks to help you prepare for studies in the 6th form such as business research activities, books to read on a rainy afternoon.



Useful websites/apps- register now:

- Register with <http://www.tutor2u.net>, a Business Studies blog especially written for students. A daily blog will be sent to you with interesting news articles that tie into the syllabus, comments from examiners and (later) tips and support for exam modules
- For (business) news stories use the BBC website <http://news.bbc.co.uk>

Units of study:

Single:

- Unit 1 – Exploring Business
- Unit 2 – Developing a marketing campaign
- Unit 3 – Personal and Business Finance
- Unit 8 – Recruitment and Selection

Double:

- Unit 4 – Managing an event
- Unit 5 – International Business
- Unit 6 – Leadership and Management
- Unit 14 – Customer Service






Summer Work:

This task is designed to prepare you for the upcoming academic year.

It is my expectation that all students' complete tasks 1 and 2, double students should also complete task 3.

Task 1

A week in Business				
1	Select 7 pictures, one for each day to represent a business news story.			
2	For each story, write a commentary/explanation: <ul style="list-style-type: none">• What is happening• What has it got to do with business• Why is it important?			
3	Select the story that you found most interesting. Why was this?			
4	Create a poster showing your pictures			

Task 2

Keeping up to date with what is happening in the business world is essential, therefore you have been tasked with the following;

Investigate a business of your choice and create a profile to include

- 1) Brief background of the business
- 2) Details of the products and services they offer
- 3) Ownership type and information about the owners
- 4) What customers they target
- 5) What channels they use to sell to their customers
- 6) How has the recent coronavirus pandemic affected their business

This Profile Should be no more than two pages and you are able to complete this in any format for example a word document or PowerPoint.

Please ensure you keep a bibliography to show where your research has come from

Task 3: Double Students ONLY

Unit 4 – Managing an Event

Imagine you are creating an event for a medium sized company, they would like to celebrate the end of a successful year and hand out awards to staff members. I would like you to compile a step by step guide on 'how to create a successful event', for each step you need to explain what you think would be most suitable for this scenario, for example you will need a venue to fit around 250 guests with a stage for speeches etc, please make a local recommendation.







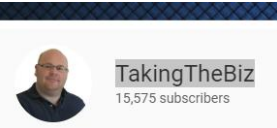
You will need to talk about factors such as;

- 1) Picking a venue
 - 2) Setting a budget
 - 3) Choosing a team to plan the event, what skills will you need?
 - 4) Promoting the event
 - 5) Catering
 - 6) Entertainment
 - 7) Lighting
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You will need to research events management companies in order to find out additional information.

You need to present your findings in a powerpoint, highlighting what it takes to run a successful event and put together a step by step guide to success for instance step 1 may be 'agreeing a budget with the event organiser'.

Extension Reading:

 <p>www.tutor2u.net</p> <p>Excellent business website with everything you need to learn for Business A Level, presentations, videos, revision quizzes.</p>	 <p>www.bbc.co.uk</p> <p>Excellent news website with everything you need to learn about what is going on in the world today</p>	 <p>London Stock Exchange</p> <p>www.londonstockexchange.com</p> <p>Excellent website with everything you need to learn about share prices and market capitalization.</p>
 <p>Companies House</p> <p>https://beta.companieshouse.gov.uk/</p> <p>Excellent website which allows you to research any registered Private Limited Company LTD in the UK.</p>	 <p>FINANCIAL TIMES</p> <p>https://iq.ft.com/sites/numbers/economies/uk/</p> <p>Excellent website for researching the UK economy at a glance. The FT's one-stop overview of key economic data, including GDP, inflation, unemployment, the major business surveys, the public finances and house prices</p>	  <p>Really useful YouTube channel with wide range of revision videos on all business a level topics</p>

