

BRIDGING UNIT - LEVEL 3 BTEC BUSINESS



PROGRAMME LEADER - MRS BEST

ASSESSORS - MRS BEST, MISS TUMELTY &

MR TURNBULL

BIG PICTURE



BTEC NATIONAL BUSINESS?

This vocational course is equivalent to one **A level** and can be combined with traditional A level subjects or other vocational A level subjects. It combines up-to-date industry knowledge with the right balance of the practical, research and behavioural skills learners need to succeed in higher education and in their careers. The course is likely to appeal to those who are interested in a career in business, or wish to achieve an enhanced qualification in this field as a route to higher education.

The Extended Certificate (equivalent to 1 A level) consists of **4 units**: 3 mandatory units and 1 optional. The 3 mandatory units include 1 internally set assignment, 1 externally set assignment and an external examination.

Extended Certificate mandatory units

Unit 1 (internally set assignment) – Exploring Business

Unit 2 (externally set assignment) – Developing a Marketing Campaign

Unit 3 (external examination) – Personal and Business Finance

Unit 8 (internally set assignment) – Recruitment and Selection Process

ASSESSMENT INFORMATION

BTEC Nationals in Business offer a wider range of assessments including assignments, tasks set and assessed by the exam board and a written exam. This balanced approach means learners can showcase for future employers how they apply their learning to relevant, everyday workplace challenges, and higher education institutions can be confident BTEC-qualified students are well prepared for a higher level of study and assessment methods.

You will sit a 2 hour external examination for Unit 3 worth 80 marks.

For Unit 2, you will be provided with a task set and marked by Pearson which will be completed under supervised conditions. You will be provided with a case study two weeks before a supervised assessment period in order to carry out research. The supervised assessment period is a maximum of three hours and can be arranged over a number of sessions in a period timetabled by Pearson. This unit is worth 70 marks.

This workbook will cover tasks from all 4 units covered within LEVEL 3 BTEC Business.

Unit 1 - Exploring Businesses

TASK 1

Nissan UK are a car manufacturing business currently based in the North East of England.

Produce a fact file on Nissan UK including:

Location: Where are they based?

Basic History: When did they begin manufacturing cars in the UK?

How many cars do they produce?

How big is their market share?

Who are their main competitors?

Market segmentation:

- What are the different types of cars (product range) that Nissan UK produce?
- Give examples of how Nissan UK have produced cars for different target audience

TASK 2


Produce a research document entitled **Nissan UK and the EU**. Do some research and explain:

- How Nissan UK might be affected by the UK leaving the EU.
- What the UK Government has promised Nissan UK if they stay in the EU.

TASK 3

A SWOT analysis is where a business looks at their **Strengths, Weaknesses, Opportunities and Threats**.


Using the internet, find out if Nissan UK use a SWOT analysis and explain what they see as their Strengths, Weaknesses, Opportunities and Threats.



Deepen
Understanding



New
Material



Deepen
Understanding

Unit 2 - Developing a Marketing Campaign

Marketing aims and objectives:

Successful marketing departments within businesses will devise marketing strategies (plans) so that their marketing activities are planned and structured. **Aims** will be drawn up to identify the purpose of the marketing campaign and **objectives** drawn up to establish how the aims will be achieved.

Successful marketing aims and objectives are drawn up from the following factors:

TASK 1- EXPLAIN WHAT IS MEANT BY EACH FACTOR

Understanding customer wants and needs

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Developing new products

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Improving profitability

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Increasing market share

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Diversification

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Increased brand awareness and loyalty.

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TASK 2 - PROMOTIONAL MATERIALS

There are many different types of promotion used by businesses:

TASK- EXPLAIN EACH KEY TERM THEN CREATE A SUMMARY SHEET ON PROMOTION METHODS

1. ADVERTISEMENT

2. PUBLIC RELATIONS

3. SPONSORSHIP

4. SOCIAL MEDIA



5. GUERRILLA MARKETING

6. PERSONAL SELLING

7. PRODUCT PLACEMENT

8. DIGITAL MARKETING

TASK 3- RESEARCH EXAMPLES OF HOW THE BRAND USES THE VARIOUS METHODS OF PROMOTION

Brand	Public Relations	Sponsorship	Social Media	Personal Selling	Advertisement	Digital Marketing
						
<p>boohoo.com</p>						
						

Unit 3 - Personal and Business Finance



TASK 1 - Answer the following questions:

What is money?

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Identify 5 ways in which you can pay for a product/service?

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What is the main function of The Bank of England?

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What does the term bankrupt mean?

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Identify 4 different types of bank account

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Identify 5 different types of insurance

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TASK 2 - RESEARCH TASK

Research how the following organisations help/support consumers when purchasing/using financial products e.g. mortgages, pensions, credit cards etc

You can watch the following videos to help you:

- <https://vimeo.com/63093895>
- <https://www.youtube.com/watch?v=iSC4MSzCe6g>
- <https://www.youtube.com/watch?v=32d0FNZOhi0>
- <https://www.youtube.com/watch?v=fkpiJX4lomo>

Organisation	Help/support they give
FCA - Financial Conduct Authority	
FOS - Financial Ombudsmen Service	
FSCE - Financial Services Compensation scheme	
OFT - Office of fair Trading	

Unit 8 - Recruitment and Selection Process

TASK 1 - METHODS OF RECRUITMENT

Businesses will either use internal or external recruitment.

What is internal recruitment?



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Identify 3 advantages and disadvantages of internal recruitment

Advantages	Disadvantages

What is external recruitment?

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Identify 3 advantages and disadvantages of external recruitment

Advantages	Disadvantages

What are recruitment agencies and why would a business use one?

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Task 2 - DO'S AND DON'TS OF INTERVIEWS

Produce an information/help sheet on the **Do's and Don'ts of interviews.**

Think about the following:

- Body language
- Tone of voice
- Any preparations that may need to be made
- Travel arrangements
- Personal hygiene and presentation