

# Applied Business Taster Session

## Contents

- Breakdown of the course
- Skills you will develop
- Insight into the content which will be studied on this course
- Transition tasks and expectations

## DO NOW:

What do you hope to learn from studying Applied Business this year? How do you think this will help you in future?

# Pearson BTEC Level 3 National Extended Certificate in Business Content

## **What does this qualification cover?**

The content of this qualification has been developed in consultation with academics to ensure that it supports progression to higher education. Employers and professional bodies have been involved and consulted in order to confirm that the content is appropriate and consistent with current practice for learners planning to enter employment directly in the business sector.

The learning programme covers the following content areas:

- business environments
- finance
- marketing.

The optional units have been designed to support choices in progression to business courses in higher education and to link with relevant occupational areas:

- human resources
- accounting
- marketing
- law.

# What units will you be studying?

Pearson BTEC Level 3 National Extended Certificate in Business				
Unit number	Unit title	GLH	Type	How assessed
<b>Mandatory units – learners complete and achieve all units</b>				
1	Exploring Business	90	Mandatory	Internal
2	Developing a Marketing Campaign	90	Mandatory and Synoptic	External
3	Personal and Business Finance	120	Mandatory	External
<b>Optional units – learners complete 1 unit</b>				
8	Recruitment and Selection Process	60	Optional	Internal
14	Investigating Customer Service	60	Optional	Internal
22	Market Research	60	Optional	Internal
23	The English Legal System	60	Optional	Internal
27	Work Experience in Business	60	Optional	Internal

# How will you be graded in Applied Business?

Units are assessed using a grading scale of Distinction (D), Merit (M), Pass (P), Near Pass (N) and Unclassified (U). The grade of Near Pass is used for externally-assessed units only. All mandatory and optional units contribute proportionately to the overall qualification grade, for example a unit of 120 GLH will contribute double that of a 60 GLH unit.

Qualifications in the suite are graded using a scale of P to D\*, **or** PP to D\*D\*, **or** PPP to D\*D\*D\*. Please see *Section 9* for more details. The relationship between qualification grading scales and unit grades will be subject to regular review as part of Pearson's standards monitoring processes on the basis of learner performance and in consultation with key users of the qualification.

# Key Skills

- Literacy
- Mathematics
- Knowledge and Understanding
- Application
- Analysis
- Evaluation
- Problem-solving
- Interpersonal
- Intrapersonal



# Examples of examination

Unit 3 Personal and Business finance

[https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/External-assessments/31463H Unit 3 Jan 2021.pdf](https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/External-assessments/31463H_Unit_3_Jan_2021.pdf)

# Task 1- The biscuit challenge

**Design and market a brand-new premium biscuit for Lord Sugar.**

Decide on what type of biscuit you will be producing and prepare a range of promotional materials that you can use to market your biscuit to potential customers or investors. You may want to include...

- **Name / Logo**
- **Prototype packaging**
- **Posters**
- **TV / Radio / Social Media advertising**

Be creative with this task, if you want to be the Apprentice you need to stand out from the crowd!

# Task 2

**What:** Brainstorm 3 business ideas

**How:** Independently

**How long:** 6 minutes

## **Business Idea 1:**

1. Why do you think this product will sell?
2. What makes it unique?
3. Who will you be selling it to (Be Specific)?

## **Business Idea 2:**

Why do you think this product will sell?  
What makes it unique?  
Who will you be selling it to (Be Specific)?

## **Business Idea 3:**

Why do you think this product will sell?  
What makes it unique?  
Who will you be selling it to (Be Specific)?

**What:** Pitch your ideas to your group members, then as a group decide on which of the ideas has the most potential, why did you reject the other ideas?

**How:** In groups

**How long:** 5 minutes

**Now...**

Pick a leader, who will be overlooking the marketing activities of the business.

Decide how you will promote your business online/in person.

You must create marketing materials to represent and promote your chosen business.

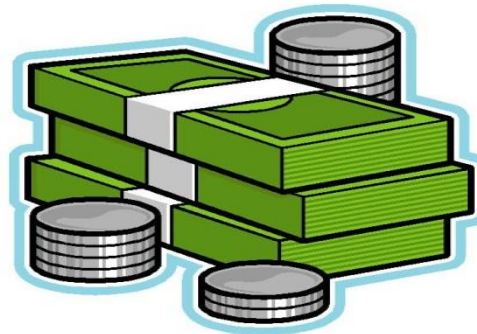
Each group should have at least 2 different promotion materials.

# Activity 1

Research Amazon and answer the following questions with your partner:

- 1) Does Amazon perform better than its competition and what measure do you use to determine this?
- 2) How does Amazon do things that makes it more successful than its competitors?
- 3) Will Amazon continue to be as successful over the next 10 years? Why/why not?

# What have we learnt from this activity?



# Competition

- Businesses all have **competitors**
- All trying to serve a **finite** population

So...

- They must **compete** with each other

*and so...*

- They make business decisions
- They try to outperform their competition by some measure
- In Business we study this as **Competition**



# Making Choices

Every time you make a purchase, a business has convinced you to use their product over a competitors.

We will study how businesses can do this.



# Competition

How did Applied Business out compete other subjects to persuade you to study it?



# Applied Business

Is about understanding how businesses operate and why they operate the way they do, from established businesses due to small businesses and start ups.



# Expectations

Alongside the other 6<sup>th</sup> form expectations, in Applied Business we expect you to

- Be prepared to be assessed regularly
- Meet regular coursework deadlines
- Have a folder with dividers to maintain organisation of notes, homework, and assessments



# Applied Business Bridging Menu

You are about to start an exciting journey into the world of Business, good luck!


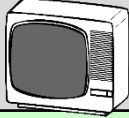










## Remember

- Choose what modules you do and when, but work through them consistently. Different tasks will take you varying amounts of time, but on average you should aim to do one or two per week.
- All green tasks are core modules, they are compulsory and must be completed and uploaded onto your application by 19 August.
- 🌶️ The red hot chili indicates that the task is more challenging than the others
- Numbers eg (1) correspond to how you should evidence the module which can be found in the slides following the menu. They can be saved within this powerpoint or as separate documents clearly labelled

with the subject

# Applied Business Bridging Menu

(Green modules are core (compulsory) modules ,  indicates the most challenging modules )

<b>Read</b> 	<b>Watch</b> 	<b>Listen</b> 	<b>Visit</b>  (virtually or physically at a later date)	<b>Do</b> 
<b>Shoe Dog: A Memoir by the creator of Nike</b> For the first time, Phil Knight, the man behind the swoosh, tells his story. He begins with his crossroads moment when at 24 he decided to start his own business. He details the many risks and daunting setbacks that stood between him and his dream - along with his early triumphs. (1)	<b>The Billion Dollar Deals and How They Changed Your World</b> Watch Episode 1 and write a review on how digital finance transformed modern business . (1)	<ul style="list-style-type: none"> <li><a href="https://podcasts.apple.com/us/podcast/wake-up-to-money/id128929173">https://podcasts.apple.com/us/podcast/wake-up-to-money/id128929173</a> BBC Radio 5 Live – Wake Up to Money(1)</li> </ul>	<b>Westfield Shopping Centre</b> Explore the many different retailers and spot the similarities and differences in their marketing mix – Place, Product, Promotion, Price (3)	<b>Business Profile Research Task</b> Select two contrasting businesses (e.g., Tesco vs. a local café) Compare the features of these two businesses including their ownership, purpose, sector of operation and their scale of operation (6) 
<b>Elon Musk: How the Billionaire CEO of SpaceX and Tesla is Shaping our Future</b> South African-born Elon Musk is the renowned entrepreneur and innovator behind PayPal, SpaceX, Tesla, and SolarCity. Musk wants to save our planet; he wants to send citizens into space, to form a colony on Mars; he wants to make money while doing these things; and he wants us all to know about it. (1)	<b>Erin Brockovich</b> Single mother Erin Brockovich takes on powerhouse pacific gas and electric when she discovers the company is poisoning the city’s water supply. As a result of the largest direct action lawsuit of its kind, spear-headed by Erin and Ed Masry, the utility giant was forced to pay out the largest toxic tort injury settlement in US history: \$333 million in damages to more than 600 Hinkley residents. (1)	<ul style="list-style-type: none"> <li><a href="#">Mixergy: How a mom of 6 turned handmade hairbows into a \$6M business</a> (2)</li> </ul>	<b>The Museum of Brands</b> Explore how brands shape – and are shaped by – people, culture and society. Fill in these worksheets as you go along. <a href="#">Worksheet 1</a> (4) 	<b>Generic to Brand</b> Get creative and create your own brand name, slogan, logo, and packaging for this generic everyday household item – Milk! (7)
<b>Steve Jobs: The Exclusive Biography</b> An extraordinary book which gives us a unique insight into the life and thinking of the man who has single-handedly transformed the way we live today (1)	<b>The Big Short</b> A group of wily opportunists make a fortune off of the U.S economic crash by sniffing out the situation in advance and betting against the banks (1)	<ul style="list-style-type: none"> <li><a href="#">UK High Streets in Crisis</a> (1)</li> </ul>	Visit the Bank of England (5)	<a href="#">BBC News Business</a> Explore the Business section on BBC news and summarise at least one article per week (8)
<b>The Apprentice: How to Get Hired Not Fired by Alan Sugar</b> Introduce you to real-world business thinking and decision-making (1)	<b>The Founder</b> All about the McDonald’s franchise. See how businessman Ray Kroc made McDonalds into a world wide multi-billion pound company (1)	<ul style="list-style-type: none"> <li><a href="#">The Economist: Money Talks – Peak Car?</a> (1)</li> </ul>	<a href="#">Explore the Unifrog Business Guide including the ‘Geek Out’ sections</a> (1) 	<b>Top Trump</b> Research and write about the features of 3 businesses: Purpose, Sector, Scope of Activities, Size of Business, Aims of Business/Mission Statements/Type of Ownership, Revenue and Profit figures (9)
<b>Building strong brands</b> Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed (1)	TED Talks (1)  <ul style="list-style-type: none"> <li><a href="#">The single biggest reason why start-ups succeed</a> </li> <li><a href="#">Where’s Google going next?</a></li> <li><a href="#">Why gender-based marketing is bad for business?</a> (1)</li> </ul>	<b>BBC 4 Business Podcasts</b> (1) <ul style="list-style-type: none"> <li><a href="#">Supply-Chains vs Covid-19</a></li> <li><a href="#">The Business of Clicks</a></li> </ul>	<b>Canary Wharf</b> Explore the secondary central business district of London and the main financial centres of the UK and the world (1)	<b>Write a 500 word report on an entrepreneur of your choice.</b> Examples of Entrepreneurs <ul style="list-style-type: none"> <li>- Jeff Bezos</li> <li>- Bill Gates</li> <li>- Anita Roddick</li> <li>- Larry Page</li> <li>- Mark Zuckerberg</li> <li>- Warren Buffet</li> <li>- Elon Musk</li> </ul>
<b>The Everything Store: Jeff Bezos and the Age of Amazon</b> Find out the true story of the global giant Amazon and how it started off in a garage in Seattle simply delivering books through the mail to becoming “the everything store” (1)	<b>Inside Aldi: Britain’s biggest budget supermarket</b> Documentary exploring how the German supermarket has swept the UK, overcoming industry hostility and snobbery with its discount goods. Former staff reveal how Aldi used a host of clever techniques to cut costs, and how their own brand goods look and taste like their big-name counterparts but cost a fraction of the price. (1) 	<ul style="list-style-type: none"> <li><a href="#">Keeping up with the burgers</a></li> <li><a href="#">Ryanair – a change of direction?</a> </li> </ul>	(1)	Try to incorporate as much detail as you can for each bullet point on slide 13 of this presentation (10)

# (1) - Book/Journal/Podcast/Film Review

Review by: \_\_\_\_\_

Title: \_\_\_\_\_

Author: \_\_\_\_\_

Review of (please circle)

Book    Journal    Podcast    Film    Documentary

Would you/would you not recommend it? Why?

Rating:



What was it about?

What did you find particularly interesting/inspiring/shocking? Has this changed your opinion?

How does it link to this subject and why is it important?

What would you like to learn more about?

## (2) Mixergy Podcast: Bailey's Blossom

- What is Bailey's Blossoms Revenue?
- What is the name of her sister company?
- How much profit is Erin making?
- What was Erin's first entrepreneurial experience?
- What made Erin start up in the hair clips business?
- How much did she sell her hair clips for?
- Where did she sell her products?
- Why did she first struggle when receiving many orders?
- Why did she take a break for 2-3 years from her business?
- When she returned back to Texas, what was her new business idea?
- Where did she source her materials from?
- What other products did she diversify into?
- Who was the first person she hired and why?
- When asked how she would keep her business growing in a recession, what was her response?
- Visit <https://www.baileysblossoms.com/pages/about-us> to find out more about her business and what she sells
- **WHAT SKILLS/CHARACTERISTICS ARE NEEDED TO BE A GOOD ENTREPRENEUR LIKE ERIN HOOLEY?**

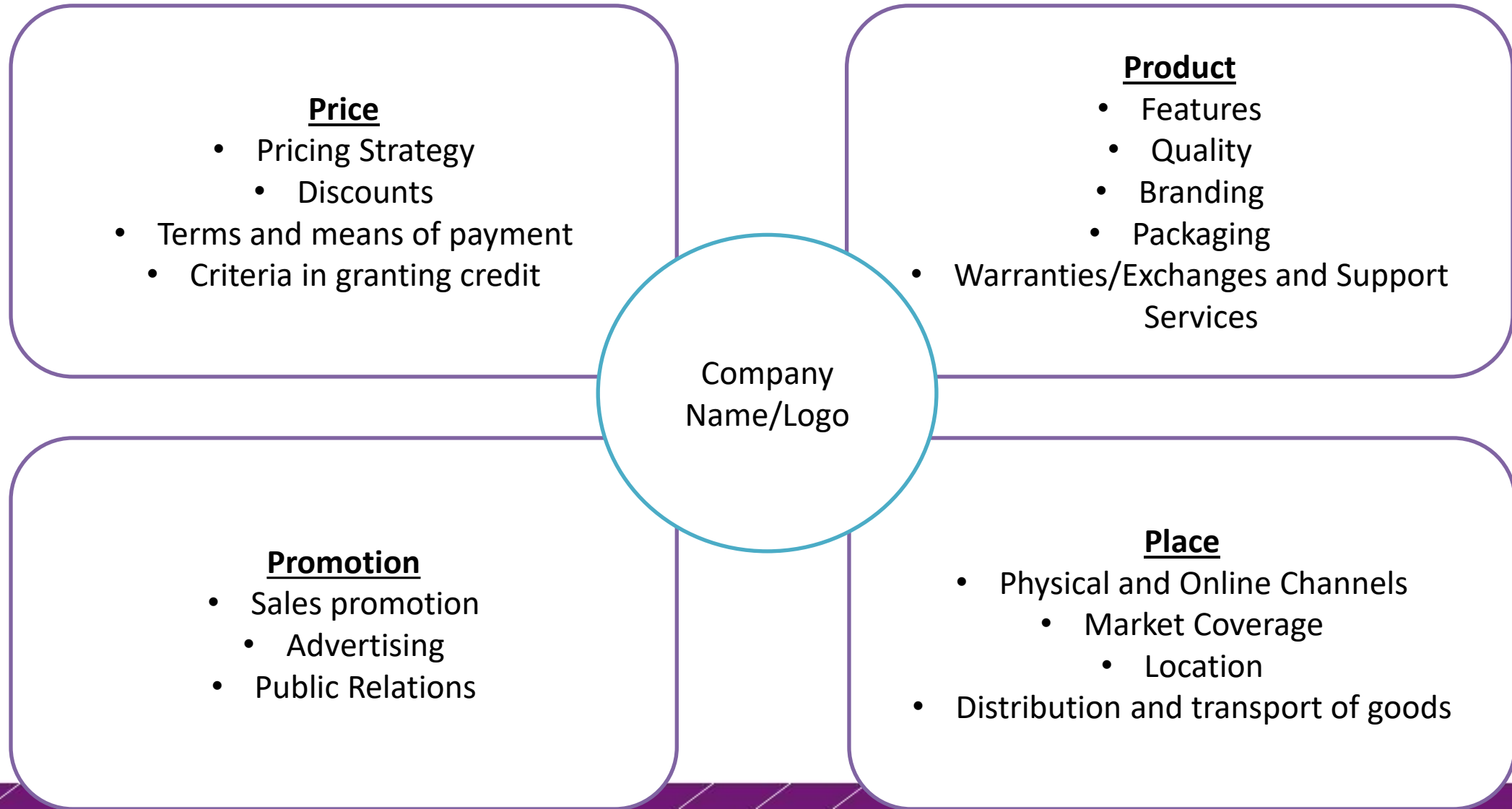
You can edit your answers in this powerpoint on the next slide and save on your application clearly labelled with the subject 'Business'

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# (3) Visit Westfield Shopping Centre

Save your answers as part of this powerpoint & copy the template as many times as you need.  
You can delete the text in each box and insert your findings.



# (4) Visit the Museum of Brands

## Worksheet 1

111 – 117 Lancaster Road  
Notting Hill, W11 1QT  
London

Monday to Saturday  
10:00 – 17:00

Adults - £11.50  
Children - £6.50

Take a photo/scan a copy of your completed worksheets and call it “Business studies visit to the Museum of Brands”

## (5) Visit the BoE

Choose whether you would like to make a

- Podcast
- Informative flyer
- Mini film
- Report
- Newspaper article

Save your work on this and call it 'Business studies visit to the Bank of England'

## (6) MOOCs

To evidence this you can

- Save any notes you take
- Take and save a screenshot of completed modules or the completed course
- Save it as part of this powerpoint or if there is a downloadable certificate save as 'Business Studies MOOC' on your application

# (7) Generic to Brand

Describe or draw the packaging:

Target Market:

Brand Name:



Brand Logo:

Slogan:

Extra space for ideas to create a strong brand:

## (8) BBC News Article

SCREENSHOT OF  
ARTICLE  
HEADLINE  
here

Summary of article  
here

Save your answers as part of this powerpoint & copy the template as many times as you need. You may change the size and shape of the boxes above to accommodate for your screenshot

# (9) Top Trump Example and Template



## Overview of the Business

Apple is global technology company that designs, develops and sells consumer electronics, computer software and online services. They are one of the four biggest companies in the world.

**Country of Origin:** California, USA

**Purpose:** Profit Organisation

**Sector:** Secondary and Tertiary

**Scope of Activities:** International

**Aims of the business/mission statement:** To obtain stellar products and services within tight timeframes, at a cost that represents the best possible value to our customers and shareholders

**Type of Ownership:** Public Limited Company (Inc in USA)

**Share Price (where appropriate):** \$279 for 1 share

**Revenue/Profit 2019:** \$64bn in revenue for Q4 2019



## Overview of the Business

**Country of Origin:**

**Purpose:**

**Sector:**

**Scope of Activities:**

**Aims of the organisation/mission statement:**

**Size of Business:** (*e.g. employees, number of countries*)

**Type of Ownership**

**Share Price (where appropriate):**

**Revenue/Profit 2019:**

# (10) 500 word report on your chosen Entrepreneur

Upload your report into your locker as a word document and save it as the name of your chosen Entrepreneur, e.g. "Report on Jeff Bezos"

Remember to include:

- Background information on the entrepreneur - e.g. when were they born, where are they from, etc.
- What is their business about?
- How did their business start off?
- How has their business grown?
- What is their net worth?
- What are their future business plans?
- Anything else