

Business BTEC

Preparation work: Pre-course Reading, Research and Tasks

Pre-reading and research will help you to become more familiar with the topics you are going to study on your BTEC Business course. If you complete the tasks below they will also help you to become more confident when you start your course.

You may have studied Business before in which case some of the concepts below will be familiar; if not, do not worry, we will start from the beginning and there is no disadvantage.

Have a look at the information and links that we have suggested here to gain an insight into the types of issues that you are going to study. Enjoy!

Specification :

A good place to start. Look at the BTEC specification and familiarise yourself with what you will be studying on the course:

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

Task 1:

Produce a 1 side (A4) summary of two of the topics you will meet in the first coursework unit.

Company Aims and Objectives:

<https://www.bbc.co.uk/bitesize/guides/zvhrrj6/revision/1>

Organisational Structures:

<https://www.bbc.co.uk/bitesize/guides/zb2vvk7/revision/1>

The Competitive Environment:

<https://www.bbc.co.uk/bitesize/guides/zjnnrd/revision/1>

Business Enterprise:

<https://www.bbc.co.uk/bitesize/guides/zjc22sg/revision/1>

Case Studies:

<https://businesscasestudies.co.uk/aldi>

<https://www.bbc.co.uk/bitesize/guides/z4dppg8/revision/1>

<https://www.tutor2u.net/business/reference/what-is-marketing>

<https://www.marketingteacher.com>

Task 2:

Marketing (the second unit in Year 1, externally assessed)

Marketing is critical for businesses to survive and prosper. For marketing to be successful, the marketing mix needs to be right (Product, Price, Place, Promotion). Using the links above, investigate Aldi and create a mind map of the 4Ps (the mix) for them. If you can, answer the questions at the end of the case study. (Also see TV programme Inside Aldi Channel 5).

Websites for Further Research and Reading:

One of the great things about Business is that it is always in the news. Business is affected by the state of the economy, the political situation and our relationship with Europe and the rest of the world. Reading and watching the news will inform you about businesses all over the country and how they react to change.

<https://www.theguardian.com/uk/business>

<https://www.telegraph.co.uk/business>

<https://www.bbc.co.uk/news/business>

<https://www.bbc.co.uk/programmes/b05y1cgd>

Useful website for Business topics and concepts:

<https://www.tutor2u.net/business>

A collection of Business case studies:

<https://businesscasestudies.co.uk/companies>

Books to Read:

- **Against the Odds: An Autobiography** by James Dyson
- **Business Stripped Bare** by Richard Branson
- **Anyone Can Do It: My Story** by Duncan Bannatyne
- **Enter the Dragon** by Theo Paphitis
- **Tycoon** by Peter Jones
- **Good to Great: Why some Companies Make the Leap...and Others Don't** by Jim Collins
- **Fighting the Banana Wars and Other Fairtrade Battles** by Harriet Lamb
- **Tescopoly: How One Shop Came Out on Top and Why it Matters** by Andrew Simms
- **TopMan: How Philip Green Built his High Street Empire** by Stewart Lansley

Podcasts:

These sites link to a range of Business podcasts. These episodes are all on James Dyson.

<https://www.bbc.co.uk/programmes/p082ky65>

<https://www.bbc.co.uk/programmes/m000cc70>

<https://www.stitcher.com/podcast/how-i-built-this/e/53265850>

<https://www.bbc.co.uk/programmes/p0094259>

Task 3:

Innovation and Enterprise

Listen to the podcasts about the entrepreneur James Dyson and watch the brief YouTube clip about his work <https://www.youtube.com/channel/UCiEDKBFjGOT-zdxU9RApxDA>.

Create a mind map of the key Business concepts and main points you have learned.

Films to Watch:

- **The Social Network**: the story of Mark Zuckerberg and the creation of Facebook
- **Steve Jobs**: an insight into the founder of Apple.
- Alternatively, **Billion Dollar Hottie**: a BBC documentary also about Steve Job
- **Deepwater Horizon**: about the explosion of an ultra-deep oil rig and how it affected BP.



TV Programmes to Watch:

- **The entrepreneurs:** <https://www.bbc.co.uk/programmes/b01s5m42>
- **Dragons Den:** <https://www.bbc.co.uk/programmes/b006vq92>
- **The Apprentice:** <https://www.bbc.co.uk/programmes/b0071b63>
- **Mary Queen of Shops:** <https://www.bbc.co.uk/programmes/b007mwv9/episodes/guide>
- **Dirty Money:** <https://www.netflix.com/gb/title/80118100>
- **Broken Docuseries:** <https://www.netflix.com/gb/title/81002391>
- **Inside Aldi (and other Inside episodes):** <https://www.channel5.com/show/inside-aldi-britains-biggest-budget-supermarket>
- **The Hotel Inspector:** <https://www.channel5.com/show/the-hotel-inspector-returns>

Progression Opportunities

Why choose Business BTEC

<https://www.youthemployment.org.uk/btec-popular-alternative-levels>

<https://www.onlinebusinessschool.com/4-reason-to-a-study-a-btec-instead-of-an-a-level>

Explore the range of careers you can access by studying Business:

<https://targetcareers.co.uk/career-sectors/business/336-what-types-of-jobs-and-employers-are-there-in-business>

Studying Business opens doors and improve your chances of success with high starting salaries and excellent chances of getting a job after graduation:

<https://www.independent.co.uk/student/postgraduate/business-schools/why-business-and-management-degrees-are-popular-university-courses-a6895531.html>

We hope you enjoy completing these tasks and look forward to you joining the course.

