

Transition Pack

Year 11 to Year 12 – 2020/21

BTEC Business



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About this document

These research packs have been designed to do the following:

- Make sure that you keep your minds active during Covid19 lockdown
- Introduce the kind of skills and knowledge you will need for different Year 12 courses, in order to:
 - Prepare you for your transition into your Year 12 courses
 - Allow you to make informed decisions about your Year 12 subject choices

The content in these packs may also be used in discussions in your admissions interview for sixth form.

Subject tutors will also be reviewing them to check that you have engaged with the work, and the level of work completed will be considered when accepting students onto particular courses.

We hope that you will find the content interesting - it may be initially challenging to learn independently, but this is an important skill and the more effort you put in, the more rewarding it will be.

The pack is divided into research projects to be completed each week. Do not be overwhelmed by the whole pack - just tackle each week as it comes.

<u>Weekly Tasks</u>	<u>Estimated Time</u>	<u>How to complete</u>
Week one	2-3 hours	Research task – should be completed in a word document. A table like the one seen should also be included.
Week two	2-3 hours	Part one - this can be completed in a Word document. Part two - this can be completed in a Word document.
Week three	2-3 hours	Word document – Use a Word document to complete this task.
Week four	2-3 hours	Part one – can be done in a Word Document or PowerPoint presentation. Part two - can be done in a Word Document or PowerPoint presentation.

When you have completed this pack then please hand this in by email

BUSINESS BTEC

RESEARCH PACK

Welcome budding Entrepreneur!

We are delighted to welcome you to The Lambeth Academy Business Transition Pack. Making choices about which subjects to take at KS5 is important. As a student, you might be fully aware of how daunting that decision can be. It is therefore my pleasure to share with you a small insight into what sort of skills and logical thinking you will be developing here if you choose to study Business, in order to support you in making an informed choice.

Below will be a set of research projects to which are the foundation blocks of the skills and abilities you will develop over the course of the years you will be with us. The research tasks set will be carried out independently and will allow you to build on your knowledge of the wider business world.

Note: Since there will be greater emphasis on research and broader thinking, we have focused this pack on research and planning.

If you want to know more about the specifications of the Business courses, the complete details are [here](#).

A breakdown of units as that are studied at Lambeth is below:

Unit 1: Exploring Business	Unit 2: Developing a Marketing Campaign (Exam)
Unit 3: Personal and Business Finance (Exam)	Unit 4: Managing an Event
Unit 5: International Business	Unit 6: Principles of Management (Exam)
Unit 7: Business Decision Making (Exam)	Unit 8: Recruitment, Selection and Employment
Unit 9: Team Building in Business	Unit 14: Investigating Customer Service
Unit 18: Creative Promotion	Unit 22: Market Research
Unit 27: Work Experience in Business	

Week 1: Research Project 1: How to Research!

One of the fundamental skills as an entrepreneur should have is to spot opportunities. One way of doing this is to develop research skills - these will be used throughout your educational journey and beyond and so we wish for you to develop them as best as possible!

Task: Research information (see points 1 - 10 below) about Spain or another country that interests you.

You should do this for 3 different countries. Each country should be on a different continent!

<https://www.worldbusinessculture.com/country-profiles/spain/>



1. Country location	6. GDP
2. Country size	7. Economic Growth
3. Type of government	8. Average household Income
4. Name of political leader	9. Main religion
5. Main political party in charge (if applicable)	10. Language

<u>Information Found</u>	<u>Source (insert link or @ or website name)</u>	<u>How is the information reliable?</u>
		Does the data you found come from a reliable source? How do you know?

Week 2: Research Project 2: Overview

The first thing we as Entrepreneurs want to know is, what is a business? From understanding what a business is, other questions start to arise... How many types of businesses are there? Why do some businesses remain small and why do others dominate (the “market”)? How does a business make money (“profit”)? Do all businesses aim to make a “profit”?

As you can see... the questions about business can be endless as it is a fundamental aspect of life and society we have created. So, from this, your task is one that may seem simple on the surface but can lead you to some very interesting discoveries!

See the next page for the task that is to be completed...



Week 2: Task: Research 2 “contrasting” businesses of your own choosing

1. Business choice 1: A profit making business- e.g.: Nike
2. Business choice 2: A non - profit organisation - e.g.: Cancer Research UK

From your research try to find out as much as you can/want, but below are some topics to help you along your research journey (Place your research in the 2 tables shown below):

1. Company size 2. CEO/important Individuals in the business 3. Sector 4. Competitors 5. Mission and Values	6. Customer “demographic” 7. Current marketing strategy 8. Who owns the company? 9. If relevant, the current share price?
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Business 1: (PROFIT MAKING COMPANY)

<u>Source</u>	<u>Information Found</u>	<u>Quality of Information - how reliable is the information?</u>
Put the website name or hyperlink in here	What information did you find and understand; Put the information in here	Is the information opinion based, or based on facts and research? Are all the facts shown or only some of the facts? Go into detail

Business 2: (NON PROFIT/CHARITY)

<u>Source</u>	<u>Information Found</u>	<u>Quality of Information - how reliable is the information?</u>

Week 3: Research Project 3:

Reading the news about the impacts of different political and economic situations on businesses. Below are some examples of topics and links you can visit to gain more information about potential political and economic situations that may impact businesses:

- <https://www.bbc.co.uk/news/business-51706225>
- <https://www.bbc.co.uk/news/business-52068549>
- <https://www.theguardian.com/business/2020/mar/27/carmakers-accused-of-using-covid-19-weaken-environmental-laws>

More advanced reading:

- <https://www.grantthornton.co.uk/insights/brand-britain-and-the-post-brexit-opportunity/>
- <https://youtu.be/IJvm9uWgPY4>



Task: From this, please write a summary of what you have found from your research.

From your research, which factors would have the most significant impact on businesses and explain your opinion as to why.

Choose at least 3-4 significant factors you can focus on and for each you should be able to talk about the advantages, disadvantages, further impacts, trends that have occurred over time for example, how a business might have changed due to technology or people's attitudes.

From my research I have found that...

At least one page worth of work is needed.

Week 4: Research Project 4 (Part 1):

Researching successful marketing campaigns, analysing why and how the campaign has been/is so successful.

Use the following link to help you understand the importance of marketing and how to deliver a successful campaign.

Task: below, demonstrate your research and understand by highlighting the key components of a successful marketing campaign using an example of your choice - e.g.:

Nike - <https://digitalagencynetwork.com/nike-digital-marketing-strategy/>



Explain your research:

What makes a marketing campaign successful? Is it the product? Is it the TV advert?

Why is reaching the correct target audience important? (what is a target audience?) How can a marketing campaign go wrong?

There is a lot you can find out for this task and you need to make sure everything you find out is written down in your work.

You should aim to write at least a page for this task.

Word Document or PowerPoint presentation is fine

Week 4: Research Project 4 (Part 2):

Different organisations have different aims and objectives. Some businesses are run to make as much profit as possible for owners. However, not all businesses aim to make profit. Voluntary organisations such as charities are more concerned with providing a service to others. This is the fundamental focus for a business and gives a business the direction in which to move towards.



Task: Research different aims, objectives and/or missions for businesses and explain what you find out about what businesses want to achieve.

Research ideas:

1. Charity
2. Social Enterprise
3. A for profit multinational company

If you are not sure what aims are, please watch the following video:

If you are not sure what quides are, please watch this video:

<https://www.bbc.co.uk/bitesize/quides/z9qcd2p/video>

Explain your research in a word document.

Tips: Why do some of these businesses have different aims and objectives? Are their goals different? Why does that change the way they do business? What happens if a business does not reach its aims or objectives? How could they solve this problem?

500 words minimum expected from this task