

# LEVEL 3 BTEC BUSINESS

*Summer  
24  
Transition  
Booklet*

Student Name:

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**Course applied for: (Tick one)**

BTEC Level 3 Extended Certificate in Business (Single)

BTEC Level 3 Diploma in Business (Double)

**This booklet is to be completed over summer before you come to enrol in August 2024. The tasks are linked to units you will study in your course and it is mandatory that you complete it in full.**

Recommended Reading Materials	Recommended Websites
<ul style="list-style-type: none"> <li>Unit 1 Exploring Business - Book Chapter <a href="#">Unit-1</a> (<a href="http://pearsonschoolsandcolleges.co.uk">pearsonschoolsandcolleges.co.uk</a>)</li> <li>Marketing Assessment Pack: <a href="https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/teaching-and-learning/BTEC%20National_Bus_Unit2.pdf">https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/teaching-and-learning/BTEC%20National_Bus_Unit2.pdf</a></li> </ul>	<ul style="list-style-type: none"> <li>Learning Skills: <a href="https://www.mindtools.com/pages/main/newMN_ISS.htm">https://www.mindtools.com/pages/main/newMN_ISS.htm</a></li> </ul> <p>It is important to understand what is happening in the business world, so try and get into the habit of watching the news, visiting the BBC website or even better download the BBC app!</p>
Preparation Tasks	Recommended Research
<p><b>Read through this booklet and complete activities 1 - 8 in full before you come to enrolment in August 2024.</b></p>	<p>Business Topics:</p> <ul style="list-style-type: none"> <li>Motivation <a href="https://www.tutor2u.net/business/collections/key-topics-motivation">https://www.tutor2u.net/business/collections/key-topics-motivation</a></li> <li>Quality <a href="https://www.tutor2u.net/business/collections/key-topics-quality">https://www.tutor2u.net/business/collections/key-topics-quality</a></li> <li>Business Studies Case Studies <a href="https://businesscasestudies.co.uk/topics/case-studies/">https://businesscasestudies.co.uk/topics/case-studies/</a></li> <li>Business Theory Revision <a href="https://businesscasestudies.co.uk/topics/revision-theory/">https://businesscasestudies.co.uk/topics/revision-theory/</a></li> </ul>

### Tasks to Complete

Task 1 - **Exploring Business** - Read pages 1- 8 of the Textbook chapter for Unit 1 Exploring Business (Link is in recommended reading list) and answer the following questions:

1. Explain what a sole trader is and give 2 local examples?
2. Explain what a Partnership is and give 2 local examples?
3. Explain what a Private Limited company (Ltd) is and give 2 local examples?
4. Explain what a Public Limited company(Plc) is and give 2 local examples?
5. Explain what a Co-operative is and give 2 local examples?

Task 2 -**Unit 1 Exploring Business**. Do some research into the three sectors which all organisations fall into.

1. The three sectors are known as:

THE P \_ \_ \_ \_ \_ SECTOR

THE S \_ \_ \_ \_ \_ SECTOR

THE T \_ \_ \_ \_ \_ SECTOR

2. Describe 3 examples of DIFFERENT businesses that operate in **more than one sector**:

1.

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2.

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3.

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Task 3 - Unit 2 Developing a Marketing Campaign. Which of the logos below can you correctly identify?



**Task 4 - Unit 2 - Developing a Marketing Campaign.** Answer the following questions.

1. What do you think marketing is all about?

2. Provide a definition of 'Marketing'

Looking at Coca-Cola as a case study, answer the following questions;

3. Why do you think Coca-Cola spends 10% of their sales revenue (approximately \$4 billion) on advertising every year even though they are already so popular & well known?

4. What is Guerilla marketing and how and why do Coca-Cola use it?

5. If you worked in Coca-Cola's marketing team, what would you do for their next marketing campaign? Be creative with this one.

Task 5 - Using the checklist provided, make sure you have the following stationery in preparation for studying your BTEC course in September:

- A4 Lever Arch Folder
- Plastic wallets
- Dividers
- Notebook
- Pens/Pencils
- Highlighters
- Ruler
- Calculator