

Business Studies BTEC

SUMMER TRANSITION PACK

Welcome to BTEC National Business Extended Certificate

Whether you have studied Business before or are completely new to the subject, we are looking forward to working with you in September.

Business plays an important role in all of our lives. From the products we buy and the services we use, to the organisations we may work for in the future, business affects individuals, communities and the wider economy. The BTEC National Business Extended Certificate is a practical and engaging qualification that will help you develop knowledge, understanding and skills that are valued by both employers and universities.

Throughout the course, you will explore a range of business topics including marketing, finance, recruitment and selection, customer service, business operations, and the impact of the external environment on organisations. You will investigate real businesses, complete research projects, analyse business information, and develop skills in communication, problem-solving and decision-making.

To help prepare you for the course, we have put together a selection of summer tasks for you to complete. These activities are designed to introduce you to the world of business, encourage you to think about current business issues, and develop some of the research and analytical skills that will be important throughout your studies.

If you would like to find out more about the qualification, you can view the specification [here](#):

[Pearson BTEC Level 3 National Extended Certificate in Business Specification](#)

The specification provides a useful overview of the units you will study over the next two years and the skills you will develop throughout the course.

We look forward to reading all of your incredible efforts, but if there are any problems please email Mr Babbage for support.

Take care and keep safe, we look forward to seeing you soon!

Mr Babbage: NJB@churchdownschool.com

Research Task



How Businesses are Created

Choose **one business** and investigate how it has responded to a major challenge or opportunity in recent years.

Possible businesses:

- Apple
- Netflix
- Tesla
- Starbucks
- Primark
- A business of your own choice

Research Questions

1. What products or services does the business provide?
2. What challenge or opportunity did it face when starting up?
3. Why do you believe this business became a success? Provide evidence to support.
4. What setbacks has the business encountered over the years?
5. What lessons can other businesses learn?

When answering these questions, try to actively develop your points by using key terminology and connectives.



Extended Application Task

Becoming the Entrepreneur

Imagine you have £20,000 to start a business in your local area. Develop a business proposal that answers the following:

Section 1: The Business Idea

- What product or service will you offer?
- What customer need does it satisfy?

Section 2: Market Research

- Who are your target customers?
- Who are your competitors?
- Why would customers choose your business?

Section 3: Marketing

Explain:

- Product
- Price
- Promotion
- Place

Section 4: Finance

Estimate:

- Start-up costs
- Expected revenue
- Expected costs
- Predicted profit

Section 5: Evaluation

Discuss:

- Risks
- Opportunities
- How the business could grow

Extended Task & Wider Reading



Exploring Financial Services

One of the key topics you will study during your BTEC Business course is finance and the role financial institutions play in supporting individuals and businesses.

For this task, you will investigate the products and services offered by three different banks or building societies.

Your Task

Choose **three banks or building societies** (for example: HSBC, Barclays, Lloyds, NatWest, Santander, Nationwide, Halifax, or Monzo) - one of which **must** be online only (i.e. Monzo, revolut)

Visit their websites or go into their physical stores and research the different financial products they offer.

You should create a table similar to the one below and complete it with your findings.

Financial product	Bank 1	Bank 2	Bank 3
Current Accounts			
Savings Accounts			
Credit Cards			
Personal Loans			
Mortgages			
Business			

Other Services Offered			

Extension Questions

Answer the following questions in full sentences:

1. Which bank offers the widest range of financial products and services?
2. Which financial product do you think is most important for young adults and why?
3. What are the advantages and disadvantages of using a credit card?
4. Why do banks offer loans and mortgages to customers?
5. Which of the three banks would you choose to use and why?

Presentation

- Present your work clearly using a table.
- Include the names of the three banks you researched.
- Use your own words where possible.
- Aim to write at least 150–200 words in your answers to the extension questions.