

Name: \_\_\_\_\_

Year 11 into Year 12

### BTEC Business Studies Bridging Task



To help you prepare for starting your BTEC Business Studies course in September you will be required to get familiar with real life business examples.

To do this in the table below there are some scenarios, you will be required to find an example or examples that illustrates the scenario. You will need to watch the news and get online using reputable websites like BBC news NOT Wikipedia! It is essential that you have a good understanding of real business examples to support your work. **This completed task must be submitted on your first lesson for this subject.**

Using the table below, read the Business Scenario and find examples to support it:

Business Scenario	Apply it!
Find an example of a: <ul style="list-style-type: none"><li>• Sole Trader</li><li>• Partnership</li><li>• Private Limited Company</li><li>• Public Limited Company</li></ul>	
Find an example of a business that sells a good	
Find an example of a business that sells a service	
What is McDonald's Mission Statement?	

<p>What is McDonald's number 1 aim?</p>	
<p>Can you find an example of a business which has social and ethical objectives? And can you explain what their social and ethical objectives are?</p>	
<p>Can you identify 3 famous entrepreneurs?</p>	
<p>What are the characteristics of an entrepreneur?</p>	
<p>Can you find an example of a successful marketing campaign? Explain why it was successful don't forget to include evidence to support your explanation.</p>	

<p>What is a stakeholder? Can you identify 10 stakeholders in a business of your choice</p>	
<p>Can you identify 5 business that have been innovative and explain with examples what they have done.</p>	

What influences the demand for a product? Can you give examples to support?	
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Remember you will be studying the **Pearson BTEC Level 3 National Extended Certificate in Business (First teaching 2016)**

You will study the following units over the next 2 years:

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>				
<b>1</b>	Exploring Business	<b>90</b>	<b>Mandatory</b>	Internal
<b>2</b>	Developing a Marketing Campaign	<b>90</b>	<b>Mandatory and Synoptic</b>	External
<b>3</b>	Personal and Business Finance	<b>120</b>	<b>Mandatory</b>	External
<b>Optional units – learners complete 1 unit</b>				
<b>8</b>	Recruitment and Selection Process	<b>60</b>	<b>Optional</b>	Internal

## **Useful Websites**

### **Theory/ content websites**

- Tutor2U - <https://www.tutor2u.net/business>
- BeeBusinessBee - <http://www.beebusinessbee.co.uk/>
- Taking the Biz (You Tube) - <https://www.youtube.com/channel/UCIIJ4pk3uzyWoeoBkGs0hxQ>

### **Current business news**

- BBC Business News - <https://www.bbc.co.uk/news/business>
- The Guardian Business News - <https://www.theguardian.com/uk/business>
- Independent Business News - <https://www.independent.co.uk/news/business>

### **Exam Board Information/ specification**

- Pearson BTEC Nationals - <https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.coursematerials.html#filterQuery=Pearson-UK:Category%2FSpecification-and-sample-assessments>