

## BTEC National in Business

I am delighted that you have shown an interest in studying BTEC Business at Central Saint Michael's Sixth Form. In order to get you thinking about the subject, I have drawn up a challenge pack to help you prepare for studies in our sixth form such as business research activities, books to read, films to watch on a rainy afternoon, useful websites to browse when Snapchat, Instagram gets dull.

- There are three research activities which we highly recommend you do.
- There is one mandatory activities which you MUST do if you intend to take BTEC Business in year 12.

### Course Overview

Year 12	Year 13
Unit 1- Exploring business Coursework	Unit 4- Managing an Event Coursework
Unit 2- Developing a marketing campaign <b>Exam</b>	Unit 5- International Business Coursework
Unit 3- Personal and business finance <b>Exam</b>	Unit 6- Principles of Management <b>Exam</b>
Unit 8- Recruitment and selection process Coursework	Unit 9- Team Building in Business Coursework

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

### Useful websites/apps- register now:

- Register with <http://www.tutor2u.net>, a Business Studies blog especially written for students. A daily blog will be sent to you with interesting news articles that tie into the syllabus, comments from examiners and (later) tips and support for exam modules
- For (business) news stories use the BBC website <http://news.bbc.co.uk>

Please email me [manjinder.raiy@sandwell.ac.uk](mailto:manjinder.raiy@sandwell.ac.uk) if you have any queries or questions.

During these unprecedented times it's important to keep going and know we will be back to normal soon.

Kind regards

**Manjinder Raiye**

Lecturer

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### CONTENTS

#### 1. Challenges

- A Week in Business
- Comparing Businesses
- Entrepreneurs and Leaders

#### 2. Transition work (mandatory for applying for BTEC Business)

- Investigating a Business

#### 3. Reading

- Business Reading Books
- Newspapers and Magazines
- Websites

#### 4. Films

#### 5. TV Programmes

<b>“A week in Business”.</b>	
  	
a)	Select 7 pictures, one for each day to represent a <b>business</b> news story. (see if there is something different happening not just Coronavirus!)
b)	For each story, write a brief commentary/explanation: <ul style="list-style-type: none"> <li>• What is happening</li> <li>• What has it got to do with business</li> <li>• Why is it important?</li> </ul>
c)	Select the story that you found most interesting. Why was this?
d)	Create a poster or PPT showing your pictures and comments

### Comparing Businesses

- a) Choose TWO contrasting companies and research them to find out the following –\_their mission and aims; ownership type, revenue, profit, number of employees, size and scale, name of leader (CEO), products and services they offer.
- b) Create a table to illustrate the similarities and differences between the businesses

## Entrepreneurs and Leaders

Research three of these business people and create a brief profile of each including:

- What have they done?
- Why are they an entrepreneur?
- How did they do it?
- What you think has contributed to their success?
- What is their net worth?

	ENTREPRENEURS			
				
Denise Coates	Bill Gates	Evan Spiegel	Jeff Bezos	
				
Elon Musk	Oprah Winfrey	Larry Page	Simon Nixon	
				
Kylie Jenner	John Paul DeJoria	Sergey Brin	Susan Wojcicki	

## Mandatory Research Activity:

Year 12 transition project

The aim of the project is to develop your research skills, encourage you to find out about a larger business you may not be familiar with and to write a report on the business.

### News links:

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

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

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

### 1. Choose ONE of the following businesses:

Associated British Foods <https://www.abf.co.uk/>

Tata Group <https://www.tata.com/>

Unilever <https://www.unilever.com/>

### 2. Background to the business: research some basic facts:

- Research the term "Annual Report for (your chosen PLC)" e.g. Tesco plc annual report
- Download the PDF
- Read the chairman's and CEO message at front of the report
- Look through the pack to find the financial information (Income statement) this will show the revenue and profit.
- Investigate the range of products / services they offer

#### Explain the following

- What does the business do? (look at their full range of products and services)
- How large is it? (number of stores, employees etc)
- Where is it based?
- What are its key objectives? (Hint: look in the Chairman's statement in the annual report)

### 3. How successful is it?

Give evidence (Think about numbers: sales revenue, profit, market share etc. and get facts and figures). *See if you can compare them to a large competitor.*

### 4. Has it become more or less successful over the last few years?

*(again, get evidence from annual report, compare financial figure such as revenue and profit for a few years)*

### 5. What do you think are the key factors that might affect its success and why?

*Think about the markets it is in, competitors, Government regulation, the economy, its financial situation etc.*

### 6. Evaluate the impact the coronavirus has or will have on this business.

To what extent will CV-19 impact in this business in the short term and in the long term?

Write your report: Title: Business Insight: COMPANY NAME


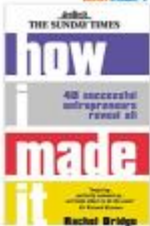

- Prepare a report, based on the headings in this table
- No more than 3 pages.
- This should be typed in font size 12 with clear headings and sub-headings.
- This MUST be in your own words – not copy and pasted from the internet (unless you are using a quote or image, in which case you must state the exact URL.)

## READING

Quality newspapers/magazines such as *The Times*, *Guardian*, *Telegraph*, *Independent*, journals such as *The Economist* (N.B there are reduced rates for students on some of these, for example, students were able to buy *The Economist* for 6p per copy instead of the standard £2!) Also, you can sign up online and receive free articles.

 <p><a href="http://www.thetimes.co.uk">www.thetimes.co.uk</a></p>	 <p><a href="http://www.independent.co.uk">www.independent.co.uk</a></p>	 <p><a href="https://www.hoddereducation.co.uk/magazines/magazines-extras/business-review-extras">https://www.hoddereducation.co.uk/magazines/magazines-extras/business-review-extras</a></p>
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## Business Books

	<p><b>Grinding It Out: The Making Of McDonald's</b> by Ray Kroc   5 Mar 2012 ★★★★☆ ~ 403 Mass Market Paperback £6.34 £2.99 prime Get it Wednesday, Apr 1 Eligible for FREE UK Delivery More buying choices £1.44 (19 used &amp; new offers)</p>
	<p><b>How I Made It: 40 Successful Entrepreneurs Reveal All</b> by Rachel Bridge   3 Nov 2004 ★★★★☆ ~ 45 ratings See all 6 formats and editions Kindle Edition £11.99 Hardcover from £0.00 Paperback £11.99 Read with Our Free App 28 Jan from £0.00   1 Mar from £11.99   16 Mar from £0.00</p> <p>There is a newer edition of this item: <a href="#">How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions</a> No change available. <a href="#">Compare unavailable.</a></p> <p>An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how the spotted a gap in a market, and developed a USP.</p>
	<p><b>Shoe Dog: A Memoir by the Creator of NIKE</b> by Phil Knight ★★★★☆ ~ 4,921 Kindle Edition £6.99 £9.99 Audiobook Audiobooks £0.00 £29.99 Free with Audible trial Hardcover</p>



**The Tipping Point: How Little Things Can Make a Big Difference** Paperback – 14 Feb 2003  
by Malcolm Gladwell (Author)  
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A wonderful page-turner about a fascinating idea that almost affects the way every thinking person thinks about the world around him. *Michael Leaver*

A very readable and fascinating book, which looks into the reason's products become market leaders.



**The Google Story**  
by David A. Vise | 7 Nov 2008  
★★★★☆ ~87

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An interesting investigation into the culture at Google, includes insights into the four-day working week and soft management styles. The questions are; are these the things that made Google the world's number one search engine?



**The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer**  
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by Jeffrey Liker (Author)  
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by JK MacGregor (Author)  
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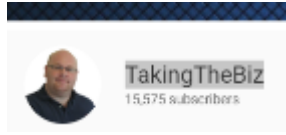
**Elon Musk: How the Billionaire CEO of SpaceX and Tesla is Shaping our Future**  
by Ashlee Vance | 10 Mar 2016  
★★★★☆ ~5,417

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 <p><a href="http://www.tutor2u.net">www.tutor2u.net</a> Excellent business website with everything you need to learn for Business A Level, presentations, videos, revision quizzes.</p>	 <p><a href="http://www.bbc.co.uk">www.bbc.co.uk</a> Excellent news website with everything you need to learn about what is going on in the world today</p>	 <p><a href="http://www.londonstockexchange.com">www.londonstockexchange.com</a> Excellent website with everything you need to learn about share prices and market capitalization.</p>
 <p><a href="https://beta.companieshouse.gov.uk/">https://beta.companieshouse.gov.uk/</a> Excellent website which allows you to research any registered Private Limited Company LTD in the UK.</p>	 <p><a href="https://iq.ft.com/sites/numbers/economies/uk/">https://iq.ft.com/sites/numbers/economies/uk/</a> Excellent website for researching the UK economy at a glance. The FT's one-stop overview of key economic data, including GDP, inflation, unemployment, the major business surveys, the public finances and house prices</p>	  <p>Really useful YouTube channel with wide range of revision videos on all business a level topics</p>

## FILMS

Watch something about business on Netflix\*

	<p>1. <b><u>Up In The Air with George Clooney (2010):</u></b>  <i>Up in the Air is a 2009 American comedy-drama film directed by Jason Reitman and written by Reitman and Sheldon Turner, based on the career of J Weller. The story is centered on corporate "downsizer" Ryan Bingham (George Clooney) and his travels.</i></p> <p><b>Business reference: Human Resources, retrenchment</b></p>
	<p>2. <b><u>Enron: The Smartest Guys in the Room (2005):</u></b>  <i>The film examines the 2001 collapse of the Enron Corporation which resulted in criminal trials for several of the company's top executives during the ensuing Enron scandal it also shows the involvement of the Enron traders in the California electricity crisis.</i></p> <p><b>Business reference: Profit, Public Limited Companies, Stock market, insider trading</b></p>
	<p><b><u>Glengarry Glen Ross" (1992)</u></b>  <i>This film follows the lives of four unethical Chicago real estate agents who are prepared to go to any lengths (legal or illegal) to unload undesirable real estate on unwilling prospective buyers.</i></p> <p><b>Business reference: Profit</b></p>
	<p>5. <b><u>Working Girl (1988)</u></b>  <i>This film showed the world that a woman could be just as successful and smart as any man in business. Today that seems like a given, but in 1988 it seems like it was still pretty revolutionary.</i></p> <p><b>Business reference: Human Resources, Motivation, Entrepreneur</b></p>
	<p>6. <b><u>Trading Places (1983):</u></b>  <i>Trading Places is a 1983 American comedy film directed by John Landis and starring Dan Aykroyd and Eddie Murphy. It tells the story of an upper-class commodities broker and a homeless street hustler whose lives cross paths when they are unknowingly made part of an elaborate bet.</i></p> <p><b>Business reference: profit, stock market</b></p>
	<p>7. <b><u>How to Succeed in Business Without Really Trying (1967).</u></b>  <i>Pierpont Finch (Robert Morse) is a lowly window cleaner with dreams of making it big in the business world. After finding a copy of the book "How to Succeed in Business Without Really Trying," Finch decides to apply the tactics in the book to his own life.</i></p> <p><b>Business reference: entrepreneurial characteristics profit,</b></p>












	<p>5. <b><u>Brewsters Millions</u></b>  <i>After losing his position as a minor-league pitcher, Montgomery Brewster (Richard Pryor) learns his great-uncle has left him \$300 million. To inherit it, Brewster must spend \$30 million in 30 days under a complicated set of rules that forbid him from donating too much to charity or retaining any new assets when the period is up. Unable to share details about the will's odd conditions with anyone,</i></p> <p><b>Business reference: money, assets</b></p>
	<p>6. <b><u>The Founder</u></b>  <i>The true story of how Ray Kroc (Michael Keaton), a struggling salesman from Illinois, met Mac (John Carroll Lynch) and Dick McDonald (Nick Offerman), who were running a burger operation in 1950s Southern California. Kroc was impressed by the brothers' speedy system of making the food and saw franchise potential. Kroc soon maneuvers himself into a position to be able to pull the company from the brothers and create a multi-billion dollar empire.</i></p> <p><b>Business reference : Franchising</b></p>
	<p>7. <b><u>Pursuit of Happyness</u></b>  <i>The Pursuit of Happyness is a 2006 American biographical drama film based on entrepreneur Chris Gardner's nearly one-year struggle being homeless. Directed by Gabriele Muccino, the film features Will Smith as Gardner, a homeless salesman.</i></p> <p><b>Business reference : Entrepreneurial spirit, sales, finance</b></p>

\*Some of these films may include mature themes so please check the ratings before watching.

**TV**

The following television programmes are recommended for background business knowledge.

 <p><b><u>BBC News</u></b> Last news from around the world.</p>	 <p><b><u>BBC Panorama</u></b> British current affairs documentary programme</p>	 <p><b><u>BBC newnight</u></b> Key national and international news stories</p>
 <p><b><u>Dragons Den</u></b> Programme about entrepreneurs presenting their business ideas to gain funding from the Dragons. (Venture Capitalists)</p>	 <p><b><u>The Apprentice</u></b> Programme about entrepreneurs working in teams and being interviewed so they can gain backing of Sir Alan Sugar for their business idea.</p>	 <p><b><u>Question Time</u></b> Topical debate in which guests from the worlds of politics and the media answer questions posed by members of the public.</p>
 <p><b><u>Undercover Boss</u></b> A CEO goes undercover to find out how a large firm is running. There are both UK and USA versions. Check catchup TV or YouTube</p>	 <p><b><u>Inside the Factory</u></b> A fun insight into foods we eat and how they are made. Shows student the different production methods used.</p>	 <p><b><u>Only Fools and Horses</u></b> Bit of comedy. The original sole trader "Del Boy". Show goes through the trials and tribulations of Trotters Independent Traders!</p>