



Coloma Sixth Form

BTEC

Level 3 Extended Certificate in Business



“Every accomplishment starts with a decision to try” – unknown

“BTEC courses give you real, hands-on experience. It’s what I call ‘learning by doing’ and gives you the skills today’s employers are looking for.” Peter Jones CBE, Entrepreneur



Please join the **BTEC Business Year 12 Google Classroom** as soon as possible. The code is **rs5awiu**. If you are joining Coloma as an external student, you may not be able to do this until the start of the school year.

Course Overview

Young people taking their first steps towards a new career need the right blend of technical and academic skills in order to become the highly skilled, work-ready individuals that employers and universities look for.

BTEC Level 3 Extended Certificate is a vocational qualification designed to help you succeed. It has been developed in collaboration with over 5,000 universities, employers and professional bodies with employability at the heart, so you can develop the skills and confidence they will need to step into their future.

The BTEC Level 3 Extended Certificate is a practical, work-related course. Students learn by completing projects and assignments that are based on realistic workplace situations, activities and demands.

It is possible to earn a D* (Distinction*) grade (equivalent to the A-Level A*)

What is the course structure?

Units	How is it assessed?
Unit 1 Exploring Business	Internal Assignment. Set and marked by class teacher during Year 2
Unit 2 Developing a Marketing Campaign	A task set and marked by Pearson and completed under supervised conditions. Completed in January of Year 2
Unit 3 Personal and Business Finance	Written examination set by Pearson. 2 hours. Sat at the end of Year1
Unit 8 Recruitment and Selection Process	Internal Assignment. Set and marked by class teacher during Year 1



What could this qualification lead to?

The route to success! More and more employers and Higher Education institutions across the globe are choosing BTEC-qualified candidates for their practical knowledge and employability skills. A BTEC Level 3 in Business offers you:

- Work-related learning, giving learners an edge and opening the door to higher education or employment in business sectors.
- Clear progression routes into higher education or employment: such as a BA in Business, or direct entry level employment and training in marketing, sales, HR, events, finance or accounting.
- Transferable skills development such as teamwork, creative problem solving and research.

BTEC's are demanding! You will have to complete a range of tasks, be organised and keep a portfolio of your assignments. But you can feel proud to achieve a BTEC because, whatever your plans in life – whether you decide to study further, go on to work or an apprenticeship, or set up your own business – your BTEC will be your passport to success in the next stage of your life.

BTECs are recognised by all universities in the UK for valid entry onto academic degree courses when taken alongside A Levels.

62% of large companies have recruited employees with BTEC qualifications
BTEC Nationals increase the likelihood of getting a job – **8% for women** and 5% for men.



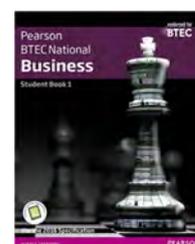
Watch!!!

- Why Universities chose BTEC
quals.pearson.com/BTECprogress17Guide
- Why Employers chose BTEC
quals.pearson.com/BTECprogress17Guide
- Why Students chose BTEC
quals.pearson.com/BTECprogress17Guide

Getting Prepared

The following is a list of the stationery that we recommend you have so that you are prepared and well organised throughout the course.

- 1 x A4 Lever-arch file
- Dividers (these should be used to divide sections of the specifications)
- Highlighter pens (these will be used to highlight articles, notes, case studies etc..)
- A supply of lined paper
- A different colour pen to peer assess with
- Pen, pencil, ruler
- Calculator



You may be able to borrow the course text book from the department. However, if you wish to purchase your own copy, you can buy this book from Amazon.



Coloma Sixth Form

Lesson expectations

At Sixth Form, it is expected that students take a more pro-active approach to their studies and develop independent learning skills. In Business, it is important to foster a mature and professional working environment that gives students an opportunity to learn. Part of this is taking responsibility for your progress. Therefore, you will be referred for additional study sessions if it is felt that you require extra time to consolidate your knowledge and exam technique. If you feel you require any help and/or guidance with your work, please speak to your teacher.

The following is expected:

- **Conduct and behaviour** in lessons should reflect that of a professional working environment. If your behaviour does not allow learning to occur, you will be reminded of this and you may be asked to leave the lesson and sent to the study room to continue your work. If this occurs, you will be referred to the Head of Year to explain your conduct.
- **Folders** are to be brought to every lesson. The stationary listed above must also be brought to every lesson. It may not be possible to bring in your text book every lesson but it must be secured either in your locker or kept at home in a safe place. Your teacher may ask that you bring your text book in at any time.
- You must **turn up on time to every lesson**. It is very disruptive to have students walking in late and is not fair on the rest of the group. Your teacher will not wait for you to start the lesson. If a pattern emerges of continued **poor punctuality**, this will be referred to the Head of Year.
- If you are **absent from a lesson**, it is your responsibility to catch up on the missed work. You will be expected to contact your teacher to ask for work. It may well be the topic that comes up in a future assessment, mock examinations or your BTEC exams. Do not rely on your peers, as they are not the subject specialists.

How are the internal assignments assessed?

For units 1 and 8, you will work on a series of tasks and activities which will contribute towards you achieving the required standards. These assignments will break up the grading criteria for the unit into simplified sections, which will be easy to understand and ensure you have the opportunity to achieve the grading criteria. Students can achieve either, a Pass, Merit or Distinction level for each unit and the results are aggregated to give an overall mark at Pass, Merit or Distinction/Distinction*. You must ensure you achieve all the Pass criteria in order to pass the unit and no student can gain any higher levels unless they have achieved all the criteria for the levels.



Homework expectations

Depending on the unit, you will be expected to complete homework for both teachers on a regular basis. If you do not meet the deadline set, your teacher will give you 24 hours to complete the work. If the work is still not submitted, a phone call will be made home or an email will be sent to alert your parents/guardians. Your teachers will not mark work that is submitted beyond the 24 hours deadline. You must ensure that you read all written feedback as well as listen to all verbal feedback. You must act on the feedback given so that it should influence subsequent pieces of work. This will enable you to make progress. You will complete at least one assessed piece of work for Unit 3 every half-term.

General Tips for Success

- Attend all lessons. Poor attendance equals a poor grade. In BTEC, missing 2 or 3 hours of lessons can be a lot of work to catch up. If you have to miss a lesson, ensure you get notes from your teacher or other students.
- Whilst your notes are really important, in BTEC you need more! You need to listen in class, participate in tasks and discuss topics in small groups and with your teacher, complete your homework and read about/research the topics by yourself to complement your learning and understanding.
- You also need to be aware of what is going in the business and world so... read relevant online magazines, daily news articles, listen to business sections on the radio and watch business programmes!
- Before a lesson, refresh your knowledge about what you did in the previous lesson. This will enable you to consolidate on your learning and will aid with your revision.



Summer Work (this is optional and will not need to be submitted)

Task one

Select two contrasting businesses (for example, you could pick a supermarket, a fashion retailer, a cosmetics and beauty retailer)

Draw up a comparison of both businesses regarding the way that they recruit and select individuals into job positions. You will need to carry out research to help you to do this. Please address the following points:

- How does each company advertise job vacancies? Does it depend on what the position is? What do you think are the benefits and drawbacks of advertising via these ways?
- How do individuals apply for positions at each company? What are the benefits and drawbacks of doing it in this way?
- Try and find out the specific steps taken by each company after they receive applications. Find out how candidates are shortlisted. Do applicants complete initial tests? Do they get invited to interviews or group assessments? If you have been able to find this out, again, identify the benefits and drawbacks of recruiting and selecting in this way.
- How many staff does each company employ? (Find out the global and the UK figure).
- What type of job roles exist within each company? (Try and identify a variety of job positions at different levels within each company). What are the different responsibilities and duties for these job positions?

Task two

Create (or update) your CV. There are many websites and videos online that can help you with the structure and language to use. How will your CV stand out from the crowd? Remember to ensure your CV looks professional and formal.

Task three

Find an article online about a business of your choice. It could be about a retailer (shop), a manufacturer, a travel company, a restaurant etc. It could be about any aspect of their business for example, about their profits, their marketing / advertising, a new product / service, their staff, their ethics, quality problems, information about a merger etc...

Once you have found your article, read it carefully and then write a reflection i.e. Why did you choose this article? What has it made you think about? What have you learnt as a result of reading it? What surprised or particularly interested you?



Course reading/listening/watching

Documentaries

If you have access to on demand programs, Netflix or Amazon prime, watch some of the documentaries and films listed below and make some notes about the topics that they cover, the questions that are asked, the issues that are raised.

- The Nine to Five with Stacey Dooley - **BBC iPlayer**
- Tricky Business - <https://www.channel4.com/programmes/tricky-business> **Channel 4 On Demand**
- Beauty Laid Bare - **BBC iPlayer**
- The True Cost - **Netflix**
- Broken – Episode on IKEA - **Netflix**
- Flat pack empire – **BBC2 iPlayer**
- Inside Cadbury chocolate secrets unwrapped - <https://www.youtube.com/watch?v=BB3lJuMNUEk>
- Food unwrapped - **Channel 4 on demand**
- Inside the supermarket - https://www.youtube.com/watch?v=_qwucutFTsQ
- Panorama Amazon: What they know about us – **BBC iPlayer**
- Panorama Amazon: The Truth Behind the Click – **BBC iPlayer** and/or <https://www.youtube.com/watch?v=JwrUYS9UTeU>
- Pepsi vs Coke – **Amazon prime video**
- Jobs Vs Gates: The Hippie and The Nerd – **Amazon prime video**
- Starbuck unfiltered – **Amazon prime video**
- Facebook – Cracking the code – **Amazon prime video**
- Data centre the true cost of the internet – **Amazon prime video**
- Learn from The Experts - Jeff Bezos, Amazon Founder – **Amazon prime video**
- Learn from The Experts - Elon Musk, Tesla and SpaceX – **Amazon prime video**
- The millennial dream – **Amazon prime video**
- Business mindset for success – **Amazon prime video**
- Steve jobs – Billion Dollar Hippie – **Netflix**
- American Factory – **Netflix**
- Inside Waitrose – **Channel 5 on My5**
- Inside the factory – **BBC2**
- Dragons Den – **BBC2**

Films

- The Founder – Dvd – **Amazon prime video or Netflix** – Franchising
- Deep Water Horizon – DVD - **Amazon prime video** – Ethical issues
- Trump – What’s the deal – **Amazon prime video**



- The Internship – **Amazon Prime video**
- The Social Network – Netflix
- The Great Hack – Netflix
- Enron: the smartest guys in the room - **Amazon Prime** and lots of analysis on YouTube

Radio

- The Bottom Line – BBC Radio 4
- In Business – BBC Radio 4

News and business related articles

- www.bbc.co.uk/news/business
- www.tutor2u.net/business

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Suggested Books			
Author	Title	Publisher	ISBN
Lester D	How They Started: Global brands	Crimson Publishing	978-1854584472
Lester D	How They Started: How 30 Good Ideas Became Great Businesses	Crimson Publishing	978-1854584007
Bilimoria K.	Bottled For Business (Cobra beer story)	Capstone	1841 127 264
Crainer S	Key Management Ideas: Thinkers that Changed the Management World	Financial Times / Prentice Hall	9780273638087
Caan, J	The Real Deal: My Story from Brick Lane to "Dragons' Den"	Virgin Books	978-0753515099
Sir Richard Branson	Losing My Virginity	Virgin Books	978-0753519554
Jones, P	Tycoon	Hodder paperbacks	978-0340952351
Branson, R	Screw it Let's do it – Lessons in life	Virgin Books	978-0753510995
Bannatyne, D	"Anyone can do it"	Orion	9780752881898
Alan Sugar	What You See Is What You Get: My Autobiography	Macmillan	023074933X
Alan Sugar	The Way I See It: Rants, Revelations And Rules For Life	Macmillan	0230760899
<u>Walter Isaacson</u>	Steve Jobs: The Exclusive Biography	Little, Brown	1408703742
<u>Hilary Devey</u>	Bold As Brass: My Story	Macmillan	0230765939
<u>Karren Brady</u>	Strong Woman: Ambition, Grit and a Great Pair of Heels	Collins	0007395922
<u>Theo Paphitis</u>	Enter the Dragon	Orion	0752894226



Suggested Books			
Author	Title	Publisher	ISBN
Anita Roddick	Business as Unusual: My Entrepreneurial Journey - Profits with Principles	Anita Roddick Books	0954395956
Ray Kroc	Grinding It Out: The Making Of McDonald's	St. Martin's Paperbacks	0312929870
Innocent	A Book About Innocent: Our Story and Some Things We've Learned	Michael Joseph	0718153170
Howard Schultz	Onward: How Starbucks Fought For Its Life Without Losing Its Soul	First Edition First Printing	0470977647
Craig Sams	Sweet Dreams: The Story of Green & Blacks	Random House Business	1905211457
Richard Brandit	One Click: Jeff Bezos and the Rise of Amazon.com	Portfolio Penguin	0670920673

