

# Summer Induction Work

## Y12 Induction: BTEC Business



HAZELEY 6TH FORM

CHARACTER, CONFIDENCE & CREATIVITY

Deadline: Friday 11th  
September 2020  
The Hazeley Academy

## Edexcel

Exam Board: Pearson BTEC Level 3 Extended Certificate in Business

### BTEC in Business (RQF 2017)

**Objective:** To explore the features of different businesses and analyse what makes them successful

**Highly recommended to complete the online task as a prerequisite before the assignment task**

#### Online task

Online course to support the assignment task – 3 hours

Different types of Business

<https://www.open.edu/openlearn/money-business/business-strategy-studies/different-types-business/content-section-0?active-tab=description-tab>

**Evidence** – certification of completed course

#### Assignment task

Assignment Title: Features contributing to the success of contrasting businesses.

You have been asked to research and collect information on two contrasting businesses and use this evidence to write a report on why businesses are successful.

Choose 1 profit making business and 1 Charity e.g Water Aid (not for profit) as this will ensure that they are contrasting businesses.

You will write a report that examines the features of two contrasting businesses, looking at how each is organised, how their structures enable achievement of their aims and objectives.

#### Suggested time

Research -6 hours

Writing the report -4 hours

Your report should be between 2 and 4 A4 pages

Complete the following checklist of tasks for both businesses:

1. Explain the business mission, vision and values, aims and objectives
2. Describe the type of activities they carry out
3. Explain the features of the business (ownership, purpose, the sector they belong in, size, number of employees).
4. Explain why you believe each business is successful (target a gap in the market, superior products or services, price, customer service they provide, location).

The tasks in this assignment form part of the portfolio evidence you need to produce for your first unit of study in BTEC Level 3 Business- Unit 1 Exploring Business.

The link below may help with key terms :

<https://prezi.com/zltyl2mfz-6j/unit-1-week-3-of-exploring-business/>

### **Evidence**

This should be written as a report with clear heading. As a guide, I would expect at least one page on each business. It can contain images, bullet point notes, screen shots and should have websites used listed as a bibliography.

Online course to support this task – 3 hours

Different types of Business

<https://www.open.edu/openlearn/money-business/business-strategy-studies/different-types-business/content-section-0?active-tab=description-tab>

## Assessment

Pass	Merit	Distinction
<b>Learning aim A: Explore the features of different businesses and what makes them successful</b>		<b>AB.D1</b> Evaluate the reasons for the success of two contrasting businesses, reflecting on evidence gathered.
<b>A.P1</b> Explain the features of two contrasting businesses.	<b>A.M1</b> Assess the relationship and communication with stakeholders of two contrasting businesses using independent research.	
<b>Learning aim B: Investigate how businesses are organised</b>		
<b>B.P3</b> Explore the organisation structures, aims and objectives of two contrasting businesses.	<b>B.M2</b> Analyse how the structures of two contrasting businesses allow each to achieve its aims and objectives.	

You will be graded as Pass, Merit or Distinction

### Units of Study for Your Course:

Unit Number & Title	Type of Assessment
1 Exploring Business (Mandatory)	Internal Assessment (Assignment Tasks)
2 Developing a Marketing Campaign (Mandatory Synoptic)	External Assessment (Set Task by Exam Board)
3 Personal & Business Finance (Mandatory)	External Assessment (External Exam)
14 Investigating Customer Service (Option Subject to Change)	Internal Assessment (Assignment Tasks)

All work to be submitted on Friday 11<sup>th</sup> September 2020

## Internally-assessed units

Most units in the sector are internally assessed and subject to external standards verification. This means that you set and assess the assignments that provide the final summative assessment of each unit, using the examples and support that Pearson provides. Before you assess you will need to become an approved centre, if you are not one already. You will need to prepare to assess using the guidance in *Section 6*.

In line with the requirements and guidance for internal assessment, you select the most appropriate assessment styles according to the learning set out in the unit. This ensures that learners are assessed using a variety of styles to help them develop a broad range of transferable skills. Learners could be given opportunities to:

- write up the findings of their own research
- use case studies to explore complex or unfamiliar situations
- carry out projects for which they have choice over the direction and outcomes
- demonstrate practical and technical skills using appropriate presentations and role plays.

You will make grading decisions based on the requirements and supporting guidance given in the units. Learners may not make repeated submissions of assignment evidence. For further information see *Section 6*.

## Synoptic assessment

Synoptic assessment requires learners to demonstrate that they can identify and use effectively, in an integrated way, an appropriate selection of skills, techniques, concepts, theories and knowledge from across the whole sector as relevant to a key task. BTEC learning has always encouraged learners to apply their learning in realistic contexts using scenarios and realistic activities that will permit learners to draw on and apply their learning. For these qualifications we have formally identified units to be a focus for synoptic assessment. Centres need to plan appropriate delivery of units with synoptic assessment to ensure that learners would be ready to take assessment as they are expected to be able to draw on a range of content. Synoptic units may be internally or externally assessed. The particular unit that you will need to treat synoptically for this qualification is shown in the structure in *Section 2*.

## Language of assessment

Assessment of the internal and external units for these qualifications will be available in English. All learner work must be in English. A learner taking the qualifications may be assessed in British or Irish Sign Language where it is permitted for the purpose of reasonable adjustment. For information on reasonable adjustments see *Section 6*.

## Grading for units and qualifications

Achievement in the qualification requires a demonstration of depth of study in each unit, assured acquisition of a range of practical skills required for employment or progression to HE, and successful development of transferable skills. Learners achieving a qualification will have achieved across mandatory units including external and synoptic assessment.

Units are assessed using a grading scale of Distinction, Merit, Pass and Unclassified. All mandatory and optional units contribute proportionately to the overall qualification grade, for example a unit of 120 GLH will contribute double that of a 60 GLH unit.

Qualifications in the suite are graded using a scale of P to D\*, **or** PP to D\*D\*, **or** PPP to D\*D\*D\* Please see *Section 9* for more details. The relationship between qualification grading scales and unit grades will be subject to regular review as part of Pearson's standards monitoring processes on the basis of learner performance and in consultation with key users of the qualification.

## UCAS Tariff points

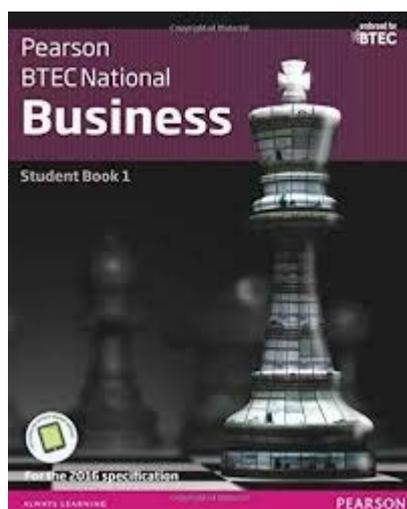
The BTEC Nationals attract UCAS points. Please go to the UCAS website for full details of the points allocated.

## How does this link to my PLC (Personal Learning Checklist)?

Unit 1 Learning Aim A: Learning aim A: Explore the features of different businesses and analyse what makes them successful

### Further reading & resources:

#### Recommended textbook



Business Review (journal) & The Economist (journal)

[www.tutor2u.co.uk/business](http://www.tutor2u.co.uk/business)

<http://www.beebusinessbee.co.uk/>

Business sections of quality newspapers/websites:

<https://www.theguardian.com/uk/business>

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

<https://www.ft.com/>

#### **Submission date:**

This will contribute towards your first progress grade in 6<sup>th</sup> Form.

All work must be submitted by Friday 11<sup>th</sup> September 2020.

If you have any questions, you can contact Mrs I Ukeleghe:

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