



Year 12 Sixth Form Induction sessions

2020

Course Leaders: Mrs R Harding, Mrs K Cave and Mr M Brown

Email contact : brownm@mysandstorm.org

Subject	BTEC Business
Summer tasks	<p>Create a business profile</p> <p>Choose a UK based business (Use the FTSE 100 to help you find a UK business) that you have an interest in and research the following:</p> <ol style="list-style-type: none">1. A description of the business' aims and objectives; its size and where it operates2. Try and find an example of its organisational chart (Who is on its board of directors? Is it organised by department, or by geographical region or by product ranges)3. An analysis of any advertisement and promotions undertaken by the business and how it tries to captivate its audience.4. An analysis of the factors that you think make the business successful. Your analysis should be backed up by research you have done on the business.5. Research how it has responded to/ been affected by the corona virus outbreak. Has it behaved ethically towards its suppliers and employees for example?6. Keep a list of every website and source you use to complete this work. <p>This should be done in the form of a report, with subheadings via word or google docs.</p>
Key materials/ texts needed for BTEC course	<p>BTEC Nationals Business: Student Book + Activebook 1: For the 2016 Specifications (BTEC Nationals Business 2016) (COMPULSORY)</p> <p>Coloured Pens and Pencils</p> <p>RULER 30CM</p> <p>Calculator</p> <p>Laptop</p>
Suggested extra reading	<p><i>The Lean Startup – Eric Reis</i></p> <p><i>Beer mat entrepreneur – Mike Southon</i></p> <p><i>Good to Great – Jim Collins</i></p> <p><i>The Innovator's Dilemma – Clayton M Christensen</i></p>