



## Year 12 BTEC Business

### Summer Work 2021

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

Email contact : brownm@mysandstorm.org

<b>Subject</b>	<b>BTEC Business</b>
<b>Summer tasks</b>	<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"><li>1. A description of the business' aims and objectives; its size and where it operates.</li><li>2. 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).</li><li>3. An analysis of any advertisement and promotions undertaken by the business and how it tries to captivate its audience.</li><li>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.</li><li>5. Research how it has responded to changes in its industry over the last 20 years?</li><li>6. Keep a list of every website and source you use to complete this work.</li></ol> <p>This should be done in the form of a report, with subheadings via word or google docs.</p>
<b>Key materials/ texts needed for BTEC course</b>	<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>
<b>Suggested extra reading</b>	<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>