

# Level 2 BTEC Business

## Part A - Bridging Work Task

This is a fantastic opportunity to expand your understanding of Business as you prepare for enrolment and start at Franklin in September.

Please complete the work and bring a copy to your enrolment, either printed or electronically.

The work will take you around **2 hours** so plan your time to best suit you.

<b>How do I complete and submit my task?</b>	<p>Complete the tasks on paper/handwritten or digitally, and bring a copy, either paper or electronically, to your enrolment appointment. Also, bring this along to your first lesson in September.</p> <p>If you didn't attend the Taster Day, don't worry. It isn't essential for completing this work, but please ensure that you have completed this bridging work.</p>
<b>Introduction to your Bridging Task</b>	<p>In preparation for studying Business at Franklin, the following task will introduce you to the importance of the marketing mix (product, price, place, promotion) for businesses to be successful.</p> <p>There are, of course, other considerations when judging a business' success such as staffing, motivation, finance, ethics, quality, market research and customer service. You may even identify other considerations when carrying out the task below.</p>
<b>Task details</b>	<p>Using one of the businesses from the programmes below (links below), consider what the business' successes and failures were and write a newspaper article explaining your thoughts and findings.</p>
<b>Resources to help you with the Bridging Task</b>	<p>Channel 4 Dispatches:</p> <p><a href="https://www.channel4.com/collection/dispatches">https://www.channel4.com/collection/dispatches</a></p> <ul style="list-style-type: none"><li>• Truth about Nike and Adidas</li><li>• Did Brexit work for businesses?</li><li>• Inside the Shein Machine</li><li>• Cadbury Exposed</li><li>• The Truth about Temu</li></ul> <p>YouTube:</p> <p><a href="#">Why Starbucks Failed In Australia - YouTube</a></p>

	<p><a href="#">The Decline of Blockbuster...What Happened? - YouTube</a></p> <p><a href="#">Why McDonald's Flopped In Vietnam - YouTube</a></p> <p>BBC Panorama:  <a href="#">BBC One - Panorama, Boohoo's Broken Promises</a></p>
<b>Extension Tasks</b>	
<b>Extension Tasks to stretch and challenge you</b>	<p>If you have completed the above to the best of your ability, feel free to try this extension task (<i>this is optional</i>):</p> <p>Assess the likely impacts of the UEFA European Football Championship 2024 on the UK economy, using the links below and any other research;</p> <p><a href="#">Retailers set for £2.1 billion boost during UEFA Euros tournament - London Business News   Londonlovesbusiness.com</a></p> <p><a href="#">Euro 2024 football fever promises £2.75 billion boost to UK economy   Personal Finance   Finance   Express.co.uk</a></p>
<b>Massive Open Online Courses (MOOCs)</b>	<p>You might enrol on one of these online courses and complete the following to push you a little further (this is optional):</p> <p><a href="#">Social Media Marketing   Springpod</a></p> <p><a href="#">Marketing Work Experience: Core Strategies in the Dynamic World   Springpod</a></p>

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### Part B – Preparing for Studying at Franklin

A fantastic opportunity to widen your understanding of the course.

**Examining  
Board and  
Specification**

This course follows Pearson BTEC Level 2 specification.

Pearson website, including the full specification:

[Specification - BTEC Level 1/Level 2 First Certificate, Extended Certificate and Diploma in Business \(pearson.com\)](https://www.pearson.com/qualifications/btec/level-2/first-certificate-extended-certificate-and-diploma-in-business)

**We cover the following units:**

Unit 1: Enterprise in the Business World

Unit 2: Finance for Business

Unit 3: Promoting a Brand

Unit 4: Principles of Customer Service

Unit 9: Principles of Marketing

Unit 11: Building Successful Business Teams

Unit 14: Business Online

**Studying this course will give you a wide range of skills:**

- Non-routine problem solving – expert thinking, metacognition, creativity.
- Systems thinking – decision making and reasoning.
- Critical thinking – analysing, synthesising and reasoning skills.
- ICT literacy – access, manage, integrate, evaluate, construct and communicate.
- Communication – active listening, oral communication, written communication, and non-verbal communication.
- Relationship-building skills – teamwork, trust, intercultural sensitivity, self-presentation, social influence, and negotiation.
- Collaborative problem solving – establishing and maintaining shared understanding, taking appropriate action.
- Adaptability – adapting to different personalities, communication styles and cultures.
- Self-management and self-development – the ability to work remotely in virtual teams, work autonomously, be self-motivating and self-monitoring, willing and able to acquire new information and skills related to work.

**Progression after this course:**

The Level 2 course helps prepare you for further study. Progression options might include Level 3 Business or Travel and Tourism.

Continuing at level 3 and successfully completing your course will allow you to study a wide range of courses at university, such as Business Management, Accounting, Economics, Finance, Marketing, Leadership, Human Resource Management, Ethics and will prepare you for higher apprenticeships and employment.

Careers may include; Banking, Social Media Marketing, Project Management, Business Analyst, Human Resource Manager, Accountant, Logistics and Production.

	A course in Business will underpin any and every career!
<b>Preparing for the course</b>	<p>Some activities that bring the subjects' interest and progression opportunities to life, that you could try;</p> <ul style="list-style-type: none"> <li>• Follow large businesses on social media (TikTok/ Instagram) such as Marvel, Tesla, Xbox, Go Pro, Crocs etc to identify posts that help to engage their audience.</li> <li>• Listen to/ watch the advice from CEOs: <a href="#">CEO Secrets</a>   <a href="#">Latest News &amp; Updates</a>   <a href="#">BBC News</a></li> <li>• Keep up to date with Business news: <a href="#">Business</a>   <a href="#">Latest News &amp; Updates</a>   <a href="#">BBC News</a></li> <li>• Explore some of the challenges large businesses face, with a Netflix documentary: <a href="#">Watch 24 Hours in Tesco</a>   <a href="#">Netflix</a> <a href="#">Watch Downfall: The Case Against Boeing</a>   <a href="#">Netflix Official Site</a></li> <li>• Watch as new entrepreneurs pitch their ideas: <a href="#">BBC iPlayer - Dragons Den</a></li> <li>• Keep up to date with personal finances: <a href="#">Listen to 'The Martin Lewis Podcast' (moneysavingexpert.com)</a></li> </ul>