

# BTEC Level 3 Double 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 BTEC Level 3 Double Business at Franklin College 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> <p>When you've finished your newspaper article carry out further research into the business it was based on and find out the following:</p> <ul style="list-style-type: none"><li>- Mission statement aims and objectives</li><li>- The sector that they operate in and the value of the sector</li><li>- How much the business itself is worth?</li><li>- What is the future likely to hold, for this business?</li></ul>
<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>• Vinted Dirty Laundry</li><li>• Coca Cola Dirty Secret</li><li>• Barbie's Dirty Secrets</li><li>• Truth about food prices</li><li>• Will AI take my job?</li></ul>

	<p>YouTube:</p> <p><a href="#">Why Starbucks Failed In Australia - YouTube</a></p> <p><a href="#">Why McDonald's Flopped In Vietnam - YouTube</a></p> <p>BBC Panorama:</p> <p><a href="#">BBC One - Panorama, Boohoo's Broken Promises</a></p> <p>BBC iplayer:</p> <p><a href="#">Gareth Southgate: Changing the Game for Young Men - BBC iPlayer</a></p>
<b>Extension Tasks</b>	
<p><b>Extension Tasks to stretch and challenge you</b></p>	<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 FIFA World Cup 2026 on the UK economy, using the links below and any other research;</p> <p><a href="#">Brits believe World Cup will boost the nation » Newsworks</a></p> <p><a href="#">World Cup 2026: Everything you need to know - BBC Newsround</a></p>
<p><b>Massive Open Online Courses (MOOCs)</b></p>	<p>You might enrol 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.

<b>Examining Board and Specification</b>	<p>This course follows Pearson BTEC Level 3 Business specification. <a href="https://www.pearson.com/qualifications/btec/level-3/business">Specification - BTEC National Extended Diploma in Business (pearson.com)</a></p> <p><b>We cover the following topics:</b></p> <p>Unit 1 – Exploring Business Unit 2 – Developing a Marketing Campaign Unit 3 – Personal and Business Finance Unit 4 – Managing an Event Unit 5 – International Business Unit 6 – Principles of Management Unit 8 – Recruitment and Selection Process Unit 19 – Pitching for a new business.</p> <p><b>Studying this course will give you a wide range of skills:</b></p> <ul style="list-style-type: none"><li>• Non-routine problem solving – expert thinking, metacognition, creativity.</li><li>• Systems thinking – decision making and reasoning.</li><li>• Critical thinking – analysing, synthesising and reasoning skills.</li><li>• ICT literacy – access, manage, integrate, evaluate, construct and communicate.</li><li>• Communication – active listening, oral communication, written communication, and non-verbal communication.</li><li>• Relationship-building skills – teamwork, trust, intercultural sensitivity, self-presentation, social influence, and negotiation.</li><li>• Collaborative problem solving – establishing and maintaining shared understanding, taking appropriate action.</li><li>• Adaptability – adapting to different personalities, communication styles and cultures.</li><li>• Self-management and self-development – 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.</li></ul> <p><b>Progression after this course:</b></p> <p>This qualification 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.</p> <p>Careers may include; Banking, Social Media Marketing, Project</p>
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	<p>Management, Business Analyst, Human Resource Manager, Accountant, Logistics and Production.</p> <p>A course in Business will underpin any and every career!</p>
<p><b>Preparing for the course</b></p>	<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   Latest News &amp; Updates   BBC News</a></li> <li>• Keep up to date with Business news: <a href="#">Business   Latest News &amp; Updates   BBC News</a></li> <li>• Explore some of the challenges large businesses face, with a Netflix documentary such as: <a href="https://www.netflix.com/gb/title/81272421">https://www.netflix.com/gb/title/81272421</a> - The Case against Boeing</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>