

2023 Year 12 Pre-Joining Transition Tasks: BTEC Level 3 National Extended Certificate in Business



Read:

BTEC Specification <https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/btecnationals-bus-excert-spec.pdf>. Focusing on Units 1, 2, 3 and 8. These are the Units you will study during the course. Read up on the latest business news stories <https://www.bbc.co.uk/news/business>.

Write:

1. Produce a Report explaining what Marketing is and, in particular, how a business of your choice uses the Marketing Mix (also known as the 4P's). Email this report to Mr Walker on your return to school in September - jwalker1@holly-lodge.org.

2. Choose a well-known Entrepreneur and prepare a slideshow, in which you describe them, explain their activities and comment on what makes them an Entrepreneur. You will be expected to verbally present your findings when you return to school in September; this needs to be between 5 - 10 minutes.



Listen:

https://www.ted.com/talks/james_rhee_the_value_of_kindness_at_work. The value of kindness at work, kindness can go a long way when it comes to reshaping a business.



Watch:

<https://www.youtube.com/watch?v=M8nC4dgKB9g> This clip explains the 4P's that form part of the marketing mix.

This clip explains the different sources of finance available to a business. <https://www.youtube.com/watch?v=vpehy2vuGQ>

