



HAMPSTEAD SCHOOL

Learning together Achieving together

Y11 – Y12

Summer Bridging Tasks

2023

BTEC Business

Name: _____

- You should spend some time during the summer holidays working on the activities in this booklet.
- You will be required to hand in this booklet in your first lesson at the start of Year 12 and the content will be used to form the basis of your first assessments.
- You should try your best and show commitment to your studies.
- We are really looking forward to you coming to Hampstead School Sixth Form and studying BTEC Business.

Course: BTEC Business – Yr11-> Yr12 Summer Bridging Tasks

During your induction session we will be giving you a taster of activities covering the different topics you will cover on the course and the skills you will need to use to be successful. So, that you can engage fully in the activities on the day, please complete the following tasks and bring with you on the day.

Below you will see the logos of a number of different companies all on our own doorstep on Cricklewood Lane and Cricklewood Broadway!

When answering the questions that follow, you can choose a different one from each category, (i.e. type of business e.g. local, national, international or charity) for each question, and you could visit these businesses and do some active research - with BTEC you learn by doing!

Local Businesses	National Businesses (UK Only)
        	         
International Businesses	Charities
      	    

1. **What's the point?** – Choose **one** business from **each category** and imagine you were the owner or in charge of managing the business. List at least two aims and objectives that you think might be important for the business to achieve.

Business selected	2 aims and/or objectives

2. **What you lookin' at?** – Every business needs to get noticed to attract customers and keep on growing. Choose **one** business from **each category** and investigate what marketing or advertising methods they have used or do use now to promote their goods or services.

Business selected	Marketing/advertising methods used	Do you think their methods are effective? If so, why? And if not, how could they improve?

3. **Give us ya' money!** – Every business needs to manage its money, just as we do as individuals. So, in the BTEC course you will learn about personal, as well as business, financial skills and products.

Click on the link and complete the [Barclays Money personality quiz](#)– answering as **HONESTLY!** There are no right or wrong answers. In the table below, note down the levels that you score for each of the four factors and watch the two videos that are presented below your scores information on the site:

1. Money morals - What your general behaviours and attitudes are towards money, and how you behave with other people's money.	
2. Spending vs. saving - When you do have money, what do you tend to do with it? Are your spending habits influenced by external factors?	
3. Money management - Money management is important in preparing your finances for the future. This includes the ways you look after and keep track of the money you have.	
4. Getting money - What routes do you take to get more money when you need or want it?	
What was your overall description of your money skills?	

For each of the four factors above, explain how they would apply in a business context:

1. Money morals - What general behaviours, skills and attitudes towards money, do you think a successful business owner or manager would need?
2. Spending vs. saving - When a business owner or manager has made some profit, what 3 things might they do with it? In addition, are there any external factors that could influence their choices?
3. Money management –Can you list the key financial information that a business owner or manager would want to keep a track of and explain why for each?
4. Getting money –What are the different ways in which a new or existing business owner can raise funds for the business when needed?

4. **It's all gotta add up!** – You will need some basic numeracy skills to ensure you can work out key business results or to be able to set targets, so try your hand at working some of these out – remember to show your workings out....

<p>The Argos store imports the Samsung A12 phone from China for £80 but sells it for £145.</p> <p>Find the % increase in its selling price.</p>	
<p>The Clayton Crown Hotel wants to increase its price per night by 12%. It currently charges £60.</p> <p>Find the new price per night.</p>	
<p>A new fryer is purchased by KFC for £20,000 but it depreciates by 20% each year.</p> <p>Find its value after 2 years.</p>	
<p>Iceland had sales of its own brand chocolate bars of 200,000 units in 2019 and then 360,000 in 2020.</p> <p>Calculate the percentage change in sales</p>	

5. **Follow my leader?** – Every business needs good leadership to take it to success. Choose any one or more of the Cricklewood companies from the table, and consider what signs there will be to show that it has good customer service & leadership. In other words, what will you see from each of the **three** criteria below because of the good or excellent management being shown by those running the business?

(Remember – you could go and do some active research and visit the businesses yourself & ask questions?)



Employees



Customers



Business Performance

BTEC National Diploma in Business - Summer Work

The first unit you will study will be “**Unit 1 - Exploring Business**”. In this unit you will need to learn the purposes of different businesses, their structure, the effect of the external environment and how a business must be dynamic and innovative to survive. The unit will enable you to see how a business can be successful with the correct ingredients, how a business is organised, show you that communication is key, along with the environmental characteristics. This unit is an internal unit and will be assessed by your teacher, and moderated externally by the exam board.

This task will help you make flying start to your studies in September.

Scenario – you are a tutor in a business school and need to produce 2 case study articles on 2 different types of businesses and discuss what makes them successful.

Your case studies can be produced in an Word based article or report format or as a PowerPoint presentation that your students can read and/or watch online.

Please follow the steps below to complete this task:

1. Pick **one** large Plc (public limited company) business that is based in the UK from the list in **Appendix A**

Before choosing the one you want to focus on, you may want to do some research on the internet to find out what they are and what they do – try and find a company that you are really interested in to base your work on.

2. As above, pick **one** charity that is based in the UK from the list in **Appendix B**

Again, research on the internet, and make sure you pick one that you are interested in focusing on one that appeals to you personally.

In the box below, explain why you chose the businesses above:

3. Explain what a Plc (public limited company) is

Explain what a Charity is

4. Now that you have chosen the 2 different types of organisations that you would like to focus your case studies on, use their websites, their company annual reports (you can find this from the company website or www.annualreports.com) and any other research to produce an **article** or **presentation** for each company with the following sections:

A. Identify the features of the business – explain:

- a. its history
- b. who owns the business
- c. what its purpose is and activities are
- d. where the business is it based or where it operates
- e. how large it is (remember you can measure the size of a company is different ways, for example by the no. of stores/branches it has; whether it operates just locally, nationally or globally; how many customers or contributors/donors it has; how many people it employs; how it compares to its competitors; how much profit it makes or funds it raises etc. – you use as many indicators as you can find to give an idea of the scale of the organisation)

B. Find out its aims and objectives.

The company report or their website might help you here.

- For each aim or objective you find, try and **find examples to illustrate each aim**. For example, if one aim is to make a profit find out what their profit figures in the last year. If another aim is to help society give examples of the charity events, they hold or what they do to help society.
- Present your views on whether you think they have achieved their aims and objectives. What is your evidence?

C. Identify the stakeholders of the business (anyone who is affected by the business) and explain what each one might want out of the business.

D. Explain why and in what ways you think the company has been or is successful

(Provide evidence to support your opinions. You might consider trading facts like some of those you identified in part A; you might consider any marketing or advertising they have done or any personal experience you and your family or friends have of the organisations that you can use to demonstrate this)



**Appendix A – List of Top UK Plcs
(Public Limited Companies)**

- Amcor Plc
- Anglo American Plc
- Antofagasta Plc
- Ashtead Group Plc
- Associated British Foods Plc
- AstraZeneca Plc
- Aviva Plc
- Babcock International Group Plc
- BAE Systems Plc
- Balfour Beatty Plc
- Barclays Plc
- Barratt Developments Plc
- Bellway Plc
- BHP Group Plc
- BP Plc
- British American Tobacco plc
- BT Group Plc
- Bunzl Plc
- Capita Plc
- Capri Holdings Ltd.
- Carnival Plc
- Centrica Plc
- Cineworld Group Plc
- CNH Industrial NV
- Coca-Cola Europacific Partners Plc
- Compass Group Plc
- Computacenter Plc
- Cushman & Wakefield Plc
- Diageo Plc
- Direct Line Insurance Group Plc
- Dixons Carphone Plc
- Drax Group Plc
- DS Smith Plc
- easyJet Plc
- En Group International PJSC
- Entain Plc
- EVRAZ Plc
- Ferguson Plc
- FirstGroup Plc
- Frasers Group Plc
- G4S Plc
- GlaxoSmithKline Plc
- Hays plc
- HSBC Holdings Plc
- IHS Markit Ltd.
- Imperial Brands Plc
- Inchcape Plc
- InterContinental Hotels Group Plc
- International Consolidated Airlines Group SA
- Investec Plc
- ITV Plc
- J Sainsbury Plc
- JD Sports Fashion Plc
- John Wood Group Plc
- Johnson Matthey Plc
- Kier Group Plc
- Kingfisher plc
- Legal & General Group Plc
- Liberty Global Plc
- Linde Plc
- Lloyds Banking Group Plc
- Lookers Plc
- Lyondell Basell Industries NV
- M&G Plc
- Marks & Spencer Group Plc
- Melrose Industries Plc
- Mondi Plc
- National Grid Plc
- Nationwide Building Society
- NatWest Group Plc
- Next Plc
- Pearson Plc
- Pendragon Plc
- Persimmon Plc
- Petrofac Ltd.
- Phoenix Group Holdings Plc
- Prudential Plc
- Quilter Plc
- Reckitt Benckiser Group Plc
- RELX Plc
- Rio Tinto Plc
- Rolls-Royce Holdings Plc
- Royal Mail Plc
- RPC Group Ltd.
- RSA Insurance Group Plc
- Smith & Nephew PLC
- SSE Plc
- St. James's Place Plc
- Standard Chartered Plc
- Taylor Wimpey Plc
- TechnipFMC Plc
- Tesco Plc
- The Go-Ahead Group Plc
- Travis Perkins Plc
- Unilever Plc
- Vivo Energy Plc
- Vodafone Group Plc
- Willis Towers Watson Plc
- Wm Morrison Supermarkets Plc
- WPP P



Appendix B – Charities

1  St. John Ambulance

2  Macmillan Cancer Support

3  Cancer Research UK

4  Great Ormond Street Hospital

5  British Heart Foundation

6  Marie Curie

7  British Red Cross

8  RNLI Lifeboats

9  Samaritans

10  Guide Dogs

11  Battersea Dogs and Cats Home

12  RSPCA

13  NSPCC

14  Alzheimer's Society

15  Prostate Cancer UK

16  London's Air Ambulance

17  National Trust

18  Keep Britain Tidy

19  Dogs Trust

20  WWF

21  Help for Heroes

22  Children in Need

23  Royal British Legion

24  Barnardo's

25  Mind

26  Alzheimer's Research UK

27  Dementia UK

28  Age UK

29  Save the Children

30  Salvation Army

31  Breast Cancer Care

32  Teenage Cancer Trust

33  RSPB

34  Oxfam

35  Alzheimer's Association

36  Parkinson's UK

37  Mencap

38  Woodland Trust

39  UNICEF

40  The Fairtrade Foundation

41  Diabetes UK

42  Duke of Edinburgh Awards

49  Hearing Dogs for Deaf People

56  Greenpeace

43  Arthritis Research UK

50  The Children's Society

57  Breast Cancer Now

44  Shelter

51  Mental Health Foundation

58  WaterAid

45  Princes Trust

52  Bowel Cancer UK

59  The National Autistic Society

46  Comic Relief

53  Movember

60  The Donkey Sanctuary

47  Prince of Wales Trust

54  Kidney Research UK

61  Midlands Air Ambulance

48  PDSA

55  RNIB

62  The Blue Cross

63  The Stroke Association

70  YMCA

77  Médecins Sans Frontières

64  Drinkaware

71  Black Lives Matter

78  Anthony Nolan

65  The Scout Association

72  Royal Shakespeare Company

79  Friends of the Earth

66  Cats Protection

73  Amnesty International

80  Crisis

67  Girlguiding

74  Christian Aid

81  National Trust for Scotland

68  The Trussell Trust Local Food Bank

75  MS Society

82  Terrence Higgins Trust

69  World Society for the Protection of Animals

76  Scope

83  GambleAware