

**Mrs Francis**  
**Progression to Post-16**  
**Study in Business**

**BTEC Extended Certificate**  
**in Business**

## Course Outline

The BTEC Extended Certificate in Business course has four units:

- **Unit 1 Exploring Business** – an internally assessed unit where you will compare and contrast two businesses, analyse their organisation and investigate the external factors that affect them. In addition, we will look at how businesses use innovation and enterprise, and justify why it is necessary for many businesses
- **Unit 2 Developing a Marketing Campaign** – in this unit you will need to learn about the 7 Ps of marketing, as well as the aims of specific marketing campaigns whilst considering the budget and timescales of campaigns. In an externally assessed assignment you will need to apply this learning to a specific business as well as research the market that the business operates in
- **Unit 3 Personal and Business Finance** – this unit enables you to learn about personal as well as business finance, introduces you to accounting and requires you to evaluate financial sources for a specific business situation. For this unit, you will sit an external written examination
- **Unit 8 Recruitment & Selection** – in this unit you will learn about the recruitment and selection process, whilst applying this knowledge and understanding to a specific business of your choice. As part of the assessment you will have to apply for a vacancy, take part in interviews and consider your own personal strengths, weaknesses and areas for development.

As well as this business knowledge you will need to be able to use IT effectively. Skills you will use and develop are:

- **Internet research** – being discerning, selective and sourcing correctly
- **Word processing** – your coursework will need to be presented using a computer. Being able to use word processing software quickly and in a professional manner will be important
- **Spreadsheets** – you will need to be able to enter data and use spreadsheet skills to create visual ways of representing this data
- **Referencing sources** – this must be done using the Harvard referencing system. Information on how to do this can be found here <https://www.ukessays.com/referencing/harvard/>

## Summer Homework Task.

To help prepare you for sixth form study, please complete the following coursework and exam-style questions. These activities will give you an insight into the content, skills, and expectations of the course, and help you make a successful transition to post-16 learning.

**Task 1:** Create a presentation on how a business uses innovation to contribute to its success.

You select a business of your choice: Apple, Dyson, Samsung, Microsoft, Google, Nike etc and you create a professional presentation using Microsoft PowerPoint to illustrate how the business uses innovation to contribute to its success.

The success criteria include:

- Introduction Slide: Business Logo, title and question
- Slide 2: Definition of innovation
- Slide 3: Examples of products/services that show how the business has been innovative over time
- Slides 4,5,6 & 7 – Bullet points listing how the business uses innovation to remain successful, along with notes pages with detailed explanations of each point
- Slide 8 - Any other future innovations that the business will introduce into the market
- Design: use a professional template, include images, transitions and animations to create a professional presentation

**Task 2** – Complete the 12 mark exam question below, in relation to the topic personal finance for unit 3.

Alex has just passed his driving test and has been given a 15-year-old car by his grandmother, valued at £1 300. Alex drives 10 miles to work each day. Some of his journey is motorway driving. Alex is on a low income and has £500 in savings. Alex needs to insure his car.

| Insurance provider  | Monthly cost | Total excess* | Covered                                              | Add-ons (extra cost per year)                         | Type of cover              |
|---------------------|--------------|---------------|------------------------------------------------------|-------------------------------------------------------|----------------------------|
| Shirevale Insurance | £150         | £475          | Personal accident<br>Courtesy car<br>Breakdown cover | Legal assistance £10                                  | Comprehensive              |
| Ashridge Insurance  | £127         | £550          | Personal accident<br>Courtesy car                    | Breakdown cover £68<br>Legal assistance £22           | Comprehensive              |
| Westshire Insurance | £80          | £300          | Personal accident                                    | Breakdown cover £100<br>Legal assistance £45          | Third party fire and theft |
| Royal Insurance     | £65          | N/A           | Damage to someone else's vehicle or injury to others | Breakdown cover not available<br>Legal assistance £50 | Third party                |

\*Excess – the amount you must pay towards the overall cost of any claim.

6 Evaluate which insurance option would be most suitable for Alex.