

BTEC Level 3 Business
(RQF - Extended Certificate)

Objectives of this PowerPoint

- What is the course content like?
- How will I be assessed?
- How will I learn?
- What could it lead to?

The Big Question...

"Will I be allowed to take this if I didn't study it at GCSE'

Answer - **"YES"**

All content will be taught with a fresh outlook and no previous knowledge (although always useful) will be needed to be successful.

What is Business Studies

BTEC Level 3

2 year course equivalent to one A Level

Unit 1 - Exploring Business

- Features of businesses
- How they are organised
- Business environments
- Business Markets
- Role of Innovation in Business

Unit 2 - Developing a Marketing Campaign

Unit 3 - Personal and Business Finance

Unit 8 - Recruitment and Selection Process

Y12 - How will I be assessed?

2 Units Y12 - Units 1 & 2

2 units Y13 – Units 3 & 8

40% Internally assessed coursework

60% External examination

What units will I study?

Year 1

Unit 1 - Exploring Business - CWK

Unit 2 - Developing a Marketing Campaign –
Exam

(Externally Assessed)

Year 2

Unit 3 - Personal and Business Finance - Exam

Unit 8 - Recruitment and Selection Process - CWK

Unit 1 Exploring Business

The content will include the following sections:

1. Features of Businesses
2. Stakeholders and their influence
3. Effective business communications
4. Structure and organisation
5. Aims and Objectives



**British Heart
Foundation**

Sainsbury's

Unit 1 Exploring Business

Internally marked Coursework – 25%

How will I learn in lessons?

- Report writing, personal and group research tasks, company speakers and business visits

Unit 2 Developing a Marketing Campaign

External Exam – 25%

- 3 Hour Exam
- Typed on Computers

Pre-seen Exam Research

- 2 weeks before
- Research business environment
 - Pop-up Cinemas
 - Vinyl Record Store
 - Esports Gaming Team
- 6 sides of A4 to take into exam

Exam Content

- Market Research
 - Market Value, growth, pricing, market leaders, market segments, target markets, market share, primary and secondary research
- Examples of Marketing Campaigns
 - Branding, target markets, exemplar campaigns, rationale
- Developing a Marketing Campaign
 - Product, promotion, price & place
 - Justifying marketing decisions

Course Materials

HEALTH AND FITNESS MARKETING DATA DROP

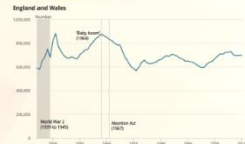
THE LARGEST PRIVATE HEALTH & FITNESS CLUB GROUPS IN THE UK

Fitness Group	Number of Clubs in UK
Pure Gym*	140
Anytime Fitness* #	113
McFit Health	112
The Gym Group*	101
David Lloyd Leisure	96
CVT Fitness	79
Recreation Health Clubs	67
Venga Active	66
FitFusion*	47
Exercise4Less*	35
FoxyGym*	34

What does the data show?

How could this data be used?

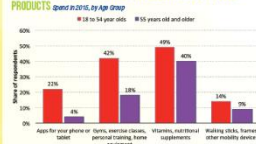
NUMBER OF LIVE BIRTHS 1940 - 2016



What does the data show?

How could this data be used?

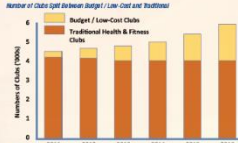
SHARE OF UK ADULTS WHO PAID FOR WELLNESS AND FITNESS PRODUCTS: Q4 2016, by Age Group



What does the data show?

How significant is it?

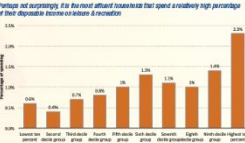
GROWTH IN FITNESS CLUBS IN UK



What does the data show?

How could this data be used?

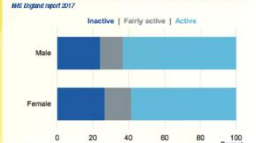
CONSUMER SPENDING



What does the data show?

How could this data be used?

DIFFERENCES IN ACTIVITY LEVELS BETWEEN MEN AND WOMEN



What does the data show?

How significant is it?

Exam prep worksheets

BTEC NATIONAL UNIT 2 – PART A PRACTICE MAT

RESEARCH MAT

MARKET SIZE/STRUCTURE/SHARE

CASE STUDY

The Market for Health and Fitness

The Health and Fitness industry in the UK has experienced strong growth in recent years, with 2016 seeing an increase in the number of fitness businesses by 4.6% and an increase in the overall market value of 6.3% to an estimated £4.7bn. More people than ever are joining gyms, and now 1 in every 7 people in the UK is a member of a gym.

The growth of this market is largely being driven by low cost gyms, offering more flexible memberships and opening times that suit a busy lifestyle. Low cost gym providers now account for 35% of the overall market.

Research into customer motivations shows that over half of members (54%) have joined their club to improve general fitness and health, 44% have done so to lose weight or tone up. One in four (26%) say they are looking to relax or de-stress and 14% are looking to meet people and socialise.

While the fitness market is dominated by large national chains, there is a growing trend for specialised fitness classes and gyms that are gaining popularity across the UK.

EXTERNAL INFLUENCES

TRENDS

TARGET MARKET

Possible visits for this Course

Walking tour of Lancaster – Assess businesses

Sainsbury's – Talk on company as well as stakeholder involvement and communications

Blackpool Pleasure Beach – Marketing of BPB

External Visitors

- PBS Financial
 - Financial Advisor
- Company visitors
 - Sainsbury's
 - BHF
 - Business Accounting
- Deco Publique
 - National Events Organisers

Other Units (Year 2)

Unit 3 Personal and Business Finance – 33%

- **Managing Personal Finance**
 - Loans, interest rates, financial planning, mortgages, budgeting...
- **Business Finance**
 - Cash flow, budgets, analysing business performance...

Unit 8 Recruitment and Selection Process – 17%

- **Interview skills, CV writing, analysing opportunities in employment, personal development...**

How will I learn?

Individual – research and completion of assignments including presentations, reports and formal business documentation

Lessons include a mix of peer/paired work and assessment

Group discussion, research and completion of assignments. This can be informal or a formal requirement of the assignment.

Feedback from peers, and teacher.

All work is completed using a computer and is submitted using assignments on teams.

What could it lead to?

Career in Business Studies –

- Project Management
- Fashion and Merchandising
- Business Administration
- Marketing Roles
- Accounts
- Operations Manager
- Team Leader Roles
- Retail Manager

All skills learned can be used to help aid career development opportunities

Or Use as a Level 3 qualification to gain employment/apprenticeship or further study at University

Business Studies is a very popular second subject

Most universities require you to take more than one subject in Year 1

For more information

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