

# BTEC Level 3 Business (Subsidiary Diploma)

2020 - 2022

# Sainsbury's



**British Heart  
Foundation**



# Objectives of this taster lesson

What is the course content like?

How will I be assessed?

How will I learn?

What could it lead to?

# What is Business Studies

BTEC Level 3

2 year course equivalent to one A Level

Exploring Business

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

Developing a Marketing Campaign

Personal and Business Finance

Recruitment and Selection Process

# Y12 - How will I be assessed?

2 units Y12

2 units Y13

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

## Year 2

**Unit 3** - Personal and Business Finance - Exam

**Unit 8** - Recruitment and Selection Process - CWK

# Unit 1 Exploring Business

Features of Businesses

**Sainsbury's**

Stakeholders and their influence

Effective business communications

Structure and organisation

Aims and Objectives



**British Heart  
Foundation**

# 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
  - App development
- 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
- 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

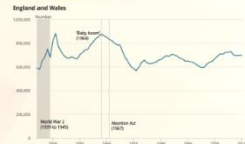
### THE LARGEST PRIVATE HEALTH & FITNESS CLUB GROUPS IN THE UK

Fitness Group	Number of Clubs in UK
Pure Gym*	140
Anytime Fitness* #	113
McFit Health	112
The Gym Group*	101
David Lloyd Leisure	96
DX Fitness	79
Recreation Health Clubs	67
Venga Active	66
FitFusion*	47
Exercise4Less*	35
Fit4You*	34

What does the data show?

How could this data be used?

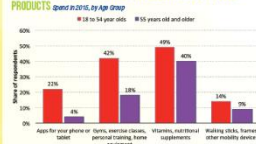
### NUMBER OF LIVE BIRTHS 1940 - 2016



What does the data show?

How could this data be used?

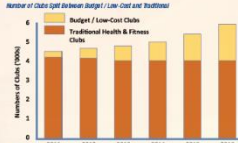
### SHARE OF UK ADULTS WHO PAID FOR WELLNESS AND FITNESS PRODUCTS



What does the data show?

How significant is it?

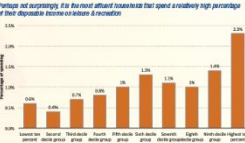
### GROWTH IN FITNESS CLUBS IN UK



What does the data show?

How could this data be used?

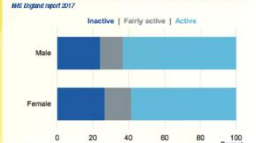
### CONSUMER SPENDING



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**

EXTERNAL INFLUENCES

# 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

Contact Mr Watson or Mrs Farley

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