

#TRANSFORMINGLIVES

Hartlepool College
of Further Education



SCHOOL OF PROFESSIONAL & CREATIVE STUDIES
**LEVEL 3 BTEC EXTENDED DIPLOMA
IN BUSINESS**

TRANSITION PACKAGE

WELCOME - BUSINESS DIPLOMAS AT HARTLEPOOL COLLEGE

Join us at HCFE and study for a qualification which will give you experience of the breadth and depth of the sector that will prepare you for further study or training.

A BTEC Level 3 can lead to a similar course at university, an apprenticeship, employment in a small or large organisation or even the opportunity to run your own business. What is important to know is that there is a very wide range of progression opportunities which will be available to you when you complete the course.

Areas of study, an apprenticeship or employment could include:

- Business Studies
- Business Management
- Project or Event Management
- Retail, Merchandising and Sales
- Law
- Marketing and Advertising
- Finance and Accounting
- Personnel Development
- Administration
- Human Resources

WHAT WILL I STUDY?

Students will learn to research, give presentations, produce papers and projects, work in teams, develop their communication skills and study a wide range of business topics.

There is feedback at the end of each unit, allowing students to develop a clear sense of how they are progressing.

7 Mandatory Units:

Exploring Business

Developing a Marketing Campaign

Personal and business finance

Managing an Event

International Business

Principles of Management

Business Decision Making

Additional Units

In addition to the 7 mandatory units listed above you will study 6 other units.
Total number of units across 2 years is 13.

HOW CAN I PREPARE FOR THIS COURSE?

In preparation for the course, you could do some research around the topic areas listed above and become familiar with the Harvard Referencing Style which you will need to include in all your work.

In addition do try to attempt the Key Tasks on the next page.

Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings.

Consider this!!!

Think of an event you have attended e.g. prom, party, concert

What do you think the role of the person organising the event is?

What makes a successful event?

Use the empty boxes to jot down your thoughts

KEY TASK 1: EVENT MANAGEMENT



This forms an essential part of the Event Management Unit.

This will directly link to your Assessment objectives in **Unit 4 Managing an Event**.

You will research how to Manage an Event ending with planning one of your own.

Role of Event Organiser



What makes a successful event?

Successful
EVENTS

KEY TASK 2: MARKETING - THE MARKETING MIX

This forms an essential part of the marketing campaign.

This will directly link to your Assessment objectives in **Unit 2 Developing a Marketing Campaign.**

You will research successful marketing campaigns in order to develop one of your own.

In business you can't have a product or service without a marketing mix.

The marketing mix is the way in which a business uses price, product, place and promotion to market and sell its product.

You also need customers.

You will also have competition



TASK - Consider this!!!

Think of a product that you like. What is their logo? Is there a slogan? Use the chart below to consider their marketing mix.

TARGET AUDIENCE	COMPETITION
Who are they?	Who is their competition?
PRODUCT	PRICE
What is it? What does it do? What is special/different about the product? Why do people need/want your product?	What is the price of the product? Does the price ever change for the product? Do you think the pricing is good?
PLACE	PROMOTION
Where can you buy this product? Do you think it could be sold anywhere else?	Where is your product advertised and why do you think it is? Do you think the advertisements are effective?

The principles of business that you will learn on your course underpin every shop, office and organisation in the UK economy – from presenting positive marketing messages and developing effective customer service skills to operating within a legal framework and managing finances.

The skills you will develop on your course will be valued by employers in every sector.

Have you ever wondered what the key ingredients for business success are? Here we look at how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits.

Competitive environment

The competitive environment relates to how a business is affected by its competition and how it adapts its businesses practices to enable it to compete effectively.

Task

Name 5 examples of different businesses that you have had experiences of, e.g. McDonalds, local butcher, hairdresser etc
Can you name their current competitors for the following companies?

Business	Current Competitors
1.	
2.	
3.	
4.	
5.	

KEY TASK 3: EXPLORING BUSINESS



TASK: TRY THIS QUIZ

1 Which of these statements describes a competitor?

- a) A business that sells something completely different
- b) A business that sells a similar product but at a much higher quality and price
- c) A business that sells a similar product at a similar level of quality and price

2 What does USP stand for?

- a) Unique selling point
- b) Unique selling price
- c) Unique selling potential

3 Which of these is a competitive strength?

- a) Selling a product at a low price
- b) Selling a low-quality product at a high price
- c) Selling a low-quality product

4 Which of these is a competitive weakness?

- a) Providing a fast and efficient service
- b) Providing a high-quality product
- c) Providing a slow service

5 What does 'product range' mean?

- a) The number of products sold by a business
- b) The range of prices of the products sold by a business
- c) Selling just one type of product

6 What could good customer service lead to?

- a) More debt
- b) Fewer customers and sales
- c) More customers and sales

7 How might a business respond to a competitor bringing out a new product?

- a) Keep selling the same products
- b) Release a new product
- c) Promote its existing products more

8 How might a business respond to a competitor reducing its prices?

- a) Increase prices
- b) Keep prices the same
- c) Reduce prices

9 Which of these options would be least convenient for a customer?

- a) Travelling to a shop 25 minutes away to buy an item
- b) Ordering a product online with free delivery
- c) Ordering a product online and collecting it from a shop ten minutes away

10 Which of these locations would be the most appropriate for a shop selling buckets and spades?

- a) In a town or city centre
- b) At the beach
- c) In the middle of the Lake District

How did you do?
Check your answers below.
1c 2a 3a 4c 5a 6c 7b 8c 9a 10b

ADDITIONAL INFORMATION

As part of your course you will have the chance to plan and take part in an event as agreed within your group. In addition there will be a work experience element to this course.

Key contacts

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