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Business!



Lesson Structure

9 x Lessons per fortnight

5 x lessons with teacher A

4 x lessons with teacher B

Likely Teachers – Miss Gill & Mr
Dwamena



BTEC Business

- The National Diploma is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, most likely in business-related subjects.
- It is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A Levels.



BTEC Assessment

- You will do all of the units from the Single course, PLUS the following!
- 8 units
- 3 externally assessed (worth 58%)
- 8 mandatory units
 - Managing an Event
 - International Business
 - Principles of Management (External Exam)
 - January entry in Y12. Opportunity to resit if necessary
- 4th unit Investigating Retail Business - Coursework

Other points

- No prior business knowledge required
- Need to be aware of range of businesses and what is happening in the local area.
 - charities, local businesses, etc
- Potentially 3 units done by Christmas in Y13. this means we can focus on the final unit in the run up to exams.

Business Department Expectations



- ✓ Full attendance
- ✓ Both class work and homework to be completed ON TIME
- ✓ You will give of your best
- ✓ Show an interest in business & reading around the subject
- ✓ Catch up on ALL work missed
- ✓ Respect staff, fellow students & property
- ✓ Seek help with academic or personal issues BEFORE they develop into more serious problems

The Biz Quiz

- <https://www.tutor2u.net/business/blog/the-biz-quiz-28-january-2019>
- You will need to work as a team! 😊



Watch this...

- <https://www.youtube.com/watch?v=d0UEAr8I9G8>
- Explain how Amazon use emotional advertising to promote their products. (4)
- What is the benefit of using celebrities in Amazon's Advertising?
- Why would this advert help to promote Amazon's products?



Current News

- Pick one of the following businesses...
 - EasyJet
 - British Gas
 - Zoom
 - National Rail
- Can you tell me what is going on with these businesses?
 - How will this effect anyone interested in the business?
 - What will it mean for customers and suppliers?

Chain of analysis



Dixons Carphone shares plunge on mobile phone woes

- What is the impact on different stakeholder groups of this?

Summer Work



- **Read the news!** This will help you with your business knowledge!
- Without local and current news you will struggle to add context in this course.