Year 12 BTEC Level 3 Business Bridging Work

Welcome to BTEC Business!

BTEC Business is split into 2 halves; the first 50% of the qualification is coursework and the other 50% is made up of external examinations.

In Year 12, you will complete two units of coursework; Unit 1 Exploring Business and Unit 14 Investigating Customer Service.

In Year 13, you will complete two external examinations; Unit 2 Developing a Marketing Campaign and Unit 3 Personal and Business Finance.

Course Leader: Miss J Dhami (dhamij@stedcamp.bham.sch.uk)
Teacher: Miss L Fisher (fisherl@stedcamp.bham.sch.uk)

Introduction

As part of this unit, you will be investigating the various resources (physical, human and financial) which contribute to a business’s success. You will be required to carry out an investigation on Merlin Entertainments (http://www.merlinentertainments.biz/) in order to assist you with your report. You may also need to research key business information such as ownership, stakeholder, functional areas and business organisation as well as recruitment and organisational types.

Once you have completed the required research you will need to use the information to complete the following task:

Task:

You will need to produce a written report which include details on the following information:

- A description on the type of ownership.
- A description on the different internal and external stakeholders that affect business.
- An explanation on the type of functional activities used by the business and also the type of organisational structure it is.