Pearson
BTEC Level 3 National
Extended Certificate in
Business

Business BTEC Level 3 Business Summer Workbook

Welcome to BTEC Business!

BTEC Business is spilt 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 one unit of coursework (Unit 1 – Exploring Business) and one external exam (Unit 3 – Personal and Business Finance).

In Year 13, you will complete one unit of coursework (Unit 8 – Recruitment and Selection) and one external exam (Unit 2 - Developing a Marketing Campaign).

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Introduction

As part of this course, you will be investigating the various resources (physical, human, and financial) which contribute to a business's success. You have been asked to carry out an investigation on Merlin Entertainments (http://www.merlinentertainments.biz/). You may also need to research key business information such as ownership, stakeholders, functional areas, organisational structures and recruitment.

Task:

Once you have completed the required research, produce a written report which include details of the following:

- A description of the type of ownership.
- A description of the different internal and external stakeholders that affect the business.
- An explanation of the type of functional activities used by the business and its organisational structure.
- The recruitment methods implemented by the business.

ALWAYS use examples if possible.

Use the success criteria

Success Criteria

Pass (Grade E)	Merit (Grade C)	Distinction (Grade A)
Evidence to support that some research has been carried out.	Evidence that research has been carried out from more than one source.	Well researched information, clearly supported by a range of different sources.
Basic descriptions and explanations provided. Some of the criteria has been included.	Good clear descriptions with examples used to explain points which have been discuss in the body of the report. Most criteria included.	A coherent and well-structured report which clearly analyses and evaluates the key points. All criteria explored well.
Some attempt at trying to complete a report clear details provided.	Some attempt at analysis and evaluation with points being discuss but not fully explored.	Good depth of knowledge with implications and impacts applied well to Merlin Entertainments.