St Thomas More Catholic School

BTEC Level 3 National Extended Certificate in Business

Summer Work Pack (Year 12 → Year 13)

Teacher: Mr Benhadj

Completion Deadline: First Business lesson in September

Welcome

Congratulations on completing your first year of BTEC Business.

Year 13 is an extremely important year as you will complete your final coursework units and prepare for the externally assessed examinations.

This booklet has been designed to strengthen your knowledge of:

- Unit 2 – Developing a Marketing Campaign
- Unit 3 – Personal and Business Finance
- Unit 8 – Recruitment and Selection Process

Alongside this, you will develop your commercial awareness, analytical thinking and employability skills.

Students should spend approximately **8–10 hours** completing this booklet.

Section 1 – Business News Journal

Find **three** business stories over the summer.

Possible sources:

- BBC Business
- Financial Times
- Sky News Business
- Reuters
- The Guardian Business

Complete the table.

Business What happened? Which Unit does it link to? (2,3 or 8) Why is it important?

Section 2 – Unit 2 Developing a Marketing Campaign

Choose ONE well-known business.

Examples:

Nike

Apple

McDonald's

Primark

Netflix

Gymshark

Costa Coffee

Lidl

Task 1

Complete the marketing mix.

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical Evidence

Task 2

Identify the business's:

- Target Market
- Market Size
- Competitors

- USP
- Brand Image

Task 3

Complete a SWOT Analysis.

Strengths	**Weaknesses**
Opportunities	**Threats**

Task 4

Recommend ONE new marketing campaign.

Include:

- Target audience
- Marketing objective
- Promotional methods
- Budget
- Expected success

Approximately **300 words**

Section 3 – Marketing Investigation

Visit a supermarket or shopping centre.

Choose THREE products.

For each product identify:

- Target market
- Price strategy
- Packaging
- Promotional techniques
- Why consumers would buy it

Which product has the strongest marketing?

Explain why.

Section 4 – Unit 3 Personal and Business Finance

Financial Terminology Quiz

Define:

Revenue

Profit

Gross Profit

Net Profit

Fixed Costs

Variable Costs

Break-even

Cash Flow

Assets

Liabilities

Liquidity

Interest

Inflation

Tax

Dividend

Calculation Practice

Research and calculate:

1. Gross Profit
2. Gross Profit Margin

3. Net Profit Margin
4. Average Rate of Return
5. Break-even Output
6. Margin of Safety

Show all workings.

Personal Finance Challenge

Imagine you have just secured your first full-time job.

Annual salary:

£28,000

Create a monthly budget including:

Housing

Food

Transport

Mobile

Utilities

Entertainment

Savings

Emergency fund

How much money would you save each month?

Section 5 – Banking Research

Research TWO banks.

Compare:

Current accounts

Savings accounts

Loans

Mortgages

Interest rates

Mobile banking

Customer service

Which bank would you choose?

Why?

Section 6 – Unit 8 Recruitment & Selection

Choose ONE business with over 250 employees.

Research how they recruit staff.

Complete the following.

Business:

Job role:

Recruitment methods used:

Selection methods:

Interview process:

Training provided:

Career progression opportunities:

Why do you think this recruitment process is effective?

Section 7 – Design Your Own Recruitment Pack

Imagine your business needs a new Marketing Assistant.

Produce:

✓ Job Advert

✓ Job Description

✓ Person Specification

✓ Five Interview Questions

✓ Interview Score Sheet

Section 8 – Interview Reflection

Ask a family member or friend to interview you using your questions.

Reflect afterwards.

What went well?

What could improve?

What skills did you demonstrate?

Complete your own SWOT analysis.

Section 9 – Business Film Review

Watch ONE film.

Suggested films:

The Founder

Air

Joy

Moneyball

The Social Network

Steve Jobs

The Pursuit of Happyness

Write approximately **500 words** discussing:

Summary

Business decisions

Leadership

Marketing

Finance

Recruitment

What did you learn?

Section 10 – Business Book Review

Choose ONE book.

Suggestions:

Shoe Dog – Phil Knight

Atomic Habits – James Clear

The Psychology of Money – Morgan Housel

The Lean Startup – Eric Ries

How I Built This – Guy Raz

Write:

Summary

Three key lessons

Links to Unit 2, Unit 3 or Unit 8

Would you recommend it?

Approximately **500 words**

Section 11 – Entrepreneur Research

Research one entrepreneur.

Examples:

James Dyson

Levi Roots

Sara Davies

Deborah Meaden

Steven Bartlett

Richard Branson

Include:

Background

Business journey

Biggest challenge

Leadership style

Marketing strategy

Financial decisions

Advice for young entrepreneurs

Section 12 – Employability Challenge

Update or create your CV.

Include:

Education

Qualifications

Skills

Achievements

Work experience

References

Write a one-page personal statement explaining why an employer should hire you.

Section 13 – Commercial Awareness Challenge

Complete as many as possible.

□ Listen to one business podcast

□ Watch one Dragons' Den episode

□ Visit a local business

□ Speak to a manager or business owner

□ Read three business news articles

□ Compare prices of similar products in different supermarkets

□ Find five examples of persuasive advertising

Write one page explaining what you learned.

Stretch & Challenge

Choose ONE organisation and produce a professional case study.

Include:

- Company overview
- Marketing campaign
- Competitor analysis
- Financial performance
- Recruitment process
- SWOT Analysis
- Recommendations for improvement

Aim for **3–4 pages**.

Reflection

Complete before returning in September.

1. What was your favourite activity?
2. Which unit do you currently feel most confident in?
3. Which unit do you need to improve?
4. What grade are you aiming for next year?
5. What are your three targets for Year 13?

Have a fantastic summer!

Enjoy a well-deserved break, but remember that successful BTEC students consistently build their knowledge outside the classroom. Completing this booklet will help you return in September confident, organised and ready to achieve the highest possible grade.

I look forward to seeing you all in Year 13.

Mr Benhadj
Head of Business & Economics