



Purpose of task:

A series of research and writing activities to initiate business thinking and gain an understanding of the different assessment methods used.

Task:

Unit 1 | Exploring Business –

Create an **A5 factsheet** for a **not-for-profit** organisation and another for a **profit-making** organisation. Your factsheets need to be visually appealing and contain a mixture of written information on related images. The factsheet should have the following information as a minimum:

- How large are the businesses activities?
- How many employees do they have?
- What could their goals be?
- Who are the stakeholders of the business?

1) *Unit 2 | Developing a Marketing Campaign –*

Pick a marketing campaign for a business of your choice. Within their campaign explain every method they used and suggest some possible reasons as to why they may have chosen these methods. How might this relate to the customers it is aimed at? This should be at least **one page of A4 in font size 12.**

2) *Unit 3 | Personal and Business Finance –*

Create **two mind maps**, one detailing the different sources of finances for an individual and another for businesses. For each source of finance, you identify you also need to explain what it is. You should have a minimum of five sources of finance for each spider diagram.

Key Terms:

Not-for-profit – A business that doesn't aim to make a profit, often charities that use any money made to cover goods and do ethical work.

Profit-making – Business that aim to make a profit from selling goods or services.

Business activities – The amount a business does, how many stores they have, the locations the operate in etc.

Stakeholders – Anybody that has an interest in what the business is doing (employees, customers, local community)

Marketing methods – TV adverts, radio adverts, social media campaigns, magazine adverts etc.

Sources of finance – Places you can get money from.

Recommended resources:

Virginstartups.org

Givewell.org

[Youtube.com/c/TwoTeachers/videos](https://www.youtube.com/c/TwoTeachers/videos)

Tutor2u.net/business/reference/study-notes

Deadline for Task: First lesson

Required Stationery and Equipment for BTEC National Diploma in Business and Enterprise

Lined paper, pen, HB pencil, rubber, calculator, ruler, lever arch files, subject dividers.

Essential Resources

Pearson BTEC National student book 1 and book 2.

Revision books and workbooks will be available to purchase throughout the course.

Things to Consider Throughout the Year

There is a large emphasis on independent reading and research. The coursework is compulsory and failing to meet deadlines and pass criteria in one-unit impact on your ability to achieve the grades you want to for the overall qualification. Some lessons are workshop style, students will be expected to work independently to write up their coursework, with support available when required.

Deadline for Task: First lesson in week commencing 16th September 2024