

A Level Engagement Work

Course Name: BTEC Business Level 3
Exam board and qualification: Pearson
Textbook: Revise BTEC National Business Revision Guide: Second edition
If available online link to it (CLA): Not available electronically but for purchase below: https://www.amazon.co.uk/Revise-National-Business-Revision-Guide/dp/1292230568
Recommended Reading: BBC News – the Business section on a regular basis
Relevant Websites: https://www.bbc.co.uk/news/business
Distance learning sites: https://time2resources.co.uk/blog/
YouTube / videos: All clips are included in the tasks below.
TASK1: Please take some time to review the specification for BTEC L3 Extended Certificate in Business Specification - Pearson BTEC Level 3 National Certificate in Business
TASK2: BTEC Business A big part of the BTEC Business course is researching different businesses. We would like you to choose a business and write an overview for this chosen business. Include the following information within your overview using a variety of websites: <ul style="list-style-type: none">· What the business sells? This may be a product or service.· What are the business objectives? (What are they aiming to achieve?)· Who owns the business?· How big is the company? This can be measured in different ways including employee figures, number of shops.· Are they a local, national, international, or global business?
TASK 3: The examined unit is all based around Marketing. Use the following website to create a one-page mind map on the topic of marketing. Marketing Business tutor2u Work to submit (minimum) One page summary of Marketing using the presentations in the link. One page profile of your chosen business