

**The
Sheffield
College**

BTEC Business Level 1

The Sheffield College- Hillsborough Campus



Summer Activity Pack 2020

Introduction

This pack is a collection of activities that will get you started on BTEC Business Level 1 and is a taste of what you will study on the course.

For those of you who dream of one day running your own business, this is where it begins!

My name is James, I am the course leader and your main teacher. My email address is:

james.hulme@sheffcol.ac.uk

Get in touch- I am always here to help!



Activity 1- All about you

- > Who are you and where are you from?
- > What are your favourite subjects at school?
- > What do you enjoy doing outside of school/ college?
- > Why do you wish to study Business at college, what is it about Business that interests you?

Your answer here:

Activity 2- A Business Attitude



At college you will need to work hard, attend all of your lessons and have a great attitude!

What kind of behaviours and attitudes do you think would make you successful in the business world?

Do some research, and answer here:

Activity 3- Creative thinking

Businesses use logos to make themselves recognisable to customers and to give themselves a symbol - this is called 'branding'.

> Have a look in your wardrobe right now! What logos do you wear? Make a list:

> Type 'famous logos' into Google. Choose 3 of these logos - what is it about these logos that makes them so recognisable? Copy and paste them here and give your answers:

Activity 4- Personal selling



When we run a business, we need customers. Not only this, we need those customers to keep coming back!

- > How should we behave towards customers?
- > What should we do with our products to make sure customers always want to buy them?

Activity 4- Money!



As a business person, you need to make a profit. This is how businesses know they are successful - by making money! Remember though, a business has to have premises and pay for water and electricity, it needs to buy materials or products to sell, it may also need to pay staff!

Work out the following calculations and say if the business has made a profit over the last year or not!

Business 1:

- Building rent- £2000
- Utilities (water and electricity)- £1,300
- Wages for staff- £5000
- Income from sales (2019)- £10,000

> Has the business made a profit or a loss? If so, by how much?

Business 2:

- Building rent- £4000
- Utilities (water and electricity)- £2000
- Wages for staff- £1,500
- Income from sales (2019)- £6,500

> Has the business made a profit or a loss, and by how much?

Activity 5- Working together



When you work in the business world, you will meet so many different people from a wide variety of backgrounds.

Why do you think it is important that businesses are diverse?

Activity 6- Your own business idea



If you were to run your own business, what would it be?

Tell me about it, and I'll tell you if I think it's a great plan!

- What would its name be?
- What would you sell?
- Where would your business be, where is it located?
- What would be your prices for your products?
- How will you attract customers?

