

Vocational BTEC Business at Level 2 & Level 3  
Pre-enrolment Activity Pack



Study programmes:

# Level 2 & Level 3

at



**The Sheffield College**

# Pre-enrolment Activity Pack



**BTEC Business**



With best compliments from Srabanti Ray

## List of Activities contained in the Pack...

<u>Activity no.</u>	<u>Based on Theme / Topic...</u>
Activity 1 →	▶ Personal Skills Audit...
Activity 2 →	▶ Personal Career Aim...
Activity 3 →	▶ Starting your own Business...
Activity 4 →	▶ Introduction to Marketing...
Activity 5 →	▶ Market Research in Business...
Activity 6 →	▶ Internet Marketing...
Activity 7 →	▶ Benefits to the Customers of Internet Marketing...
Activity 8 →	▶ Consumer Protection Legislations...
Activity 9 →	▶ Entrepreneurial Characteristics...
Activity 10 →	▶ Managing Personal Finance...





## Activity 1: Personal Skills Audit...

**How enterprising are you?** Use the chart to rate your own enterprising skills & abilities: (On the given scale: 1 indicates low & 10 indicates excellent)

You may find you rate yourself higher in some areas than in others but this can be a positive thing!! We can't be experts in everything we do and by working in teams we can take advantage of the skills of others to achieve our goals.

	1	2	3	4	5	6	7	8	9	10
Teamwork										
Leadership										
Effective Communication										
Positive attitude										
Problem solving										
Good with numbers										
Managed risk taking										
Negotiation										
Ethical decision making										
Creative										
Getting things done										
Looking at things in detail										
	1	2	3	4	5	6	7	8	9	10

**Extension task:** Analyse your results from the above chart below:

▶ What are your main strengths?

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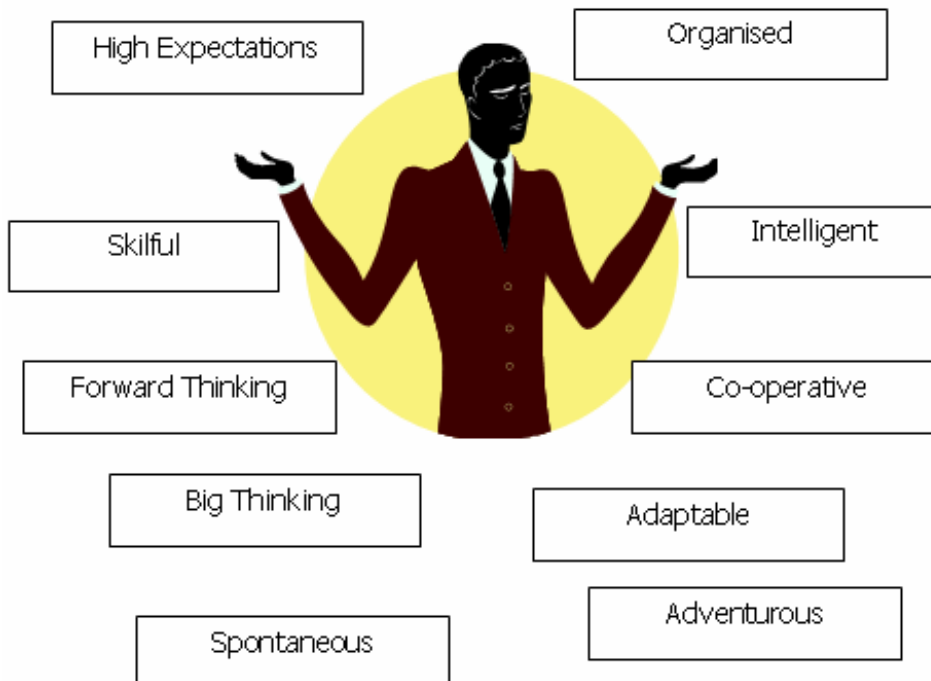
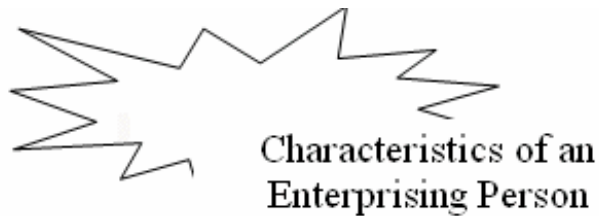
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▶ Have you managed to identify any areas for development? How do you intend to work towards developing these – any ideas?

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## Activity 2: Personal Career Aim...

**Choice of subject:** Why do you want to study Business?

▶ Tell us your reasons for your wanting to study Business at The Sheffield College.

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▶ Have you done any research in relation to your long term career plans? What are your career goals or ideal job that you would like to do in future?

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**Extension task:** Which of the following pathways of Business would you like to study at The Sheffield College to reach your career goal and why?

- a) Marketing;
- b) Law;
- c) Accounts & Financing; and
- d) Enterprise.

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## Activity 3: Starting your own Business...

**Developing your Business idea:** Starting a new business is both exciting and rewarding, but it is also full of challenges. The level of commitment that you will need should not be under-estimated....

In order to fully understand your business idea, conduct research and please come up with information on the following areas:

1. Your chosen start-up business idea;
2. Reasons for selecting this business idea;
3. Target market for your business;
4. Key features of the products / services that your business offers;
5. Your unique selling point and the competitive edge you will have on your rivals;
6. Potential demand for the products / services that your business offers;
7. Your chosen business format;
8. Legislations that will have an impact upon your business.

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# Business & Enterprise

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**Extension task:** Please also try to attempt to provide information on the financing side of your business, comprising of:

9. Type of finance you will need to start-up & run your business;
10. Is your business proposition going to be low (£1-£10,000), medium (£10,000-£50,000), high cost (£50,000-£100,000) or very high cost (£100,000)?
11. Potential costs of equipment, supplies, employing people etc.;
12. Pricing policy (set a price for your product or service that is high enough to cover your costs, but low enough to attract customers).



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## Activity 4: Introduction to Marketing...

**Creating a new Product Board:** Develop a coherent Marketing Mix for a new Product that you want to come up with. Consider the 4P's of Marketing: Product, Price, Place & Promotion.



Your new Product Board sales pitch should include the following information:

What is your **PRODUCT**? (What is it called? What is it made of? What does it do? / What is it used for? What makes it unique from other similar products? Why is it different from the rest? What sizes / varieties / colours / flavours are available?)

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What is your **PRICING** strategy? (How much is it going to cost to make the product? How much will you sell it for? Will you be offering an introductory price? Will you charge different rates for different versions? Will you offer a discount for buying it in bulk? Will there be a special offer for buying it online?)

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Where (from which **PLACE**) are you going to sell your product? (Where will the product be sold? Will it be sold only in High Street shops? Have you considered selling your product online?)

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How are you going to **PROMOTE** your product? (How will you do the publicity of your product? Where will you advertise? (Local / national newspapers, magazines radio, TV, online – website / social media)? What will the packaging of the product look like?)

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## Extension task:

- ▶ Please also try to provide information on the potential target market, whom your Product is intended for, comprising of: (Who do you hope will buy your product? Is your product for young or old people? Is your product for men or women or kids or for all? What is their socio-economic status – how much can they afford to spend? Any comments on their lifestyle – hobbies / interests / cultural background that would influence them to buy your Product?)

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- ▶ Explain how each of the 4Ps (Product, Price, Promotion, Place) have been designed to appeal to your specific target market?

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- ▶ Think of a memorable strap line / advertising slogan for promoting your Product: (e.g. BT = 'It's good to talk'; Carlsberg = 'Probably the best lager in the world'; Cadbury Dairy Milk Chocolate = 'Eat more milk'; Tesco: 'Every little helps' and so on...)

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## Activity 5: Market Research in Business...

**Conducting Market Research:** For this activity, you will be producing a questionnaire for the company, researching the market for healthy eating vending machines. The population being targeted is students aged 16 or over at your school or college, and the company is looking to gather the views of only 30 students.



Market research questionnaires are a well-known way of gathering first hand data. The key is to ask the right people the right questions, and that you should be asking enough people to obtain meaningful results.

Use the following information for producing the Questionnaire:

1. Start by stating the purpose of the research at the top of the questionnaire.
2. Create some multiple choice questions that will gather factual information about the respondents.
3. Next, create one question that finds out whether the respondents think the healthy eating vending machines idea is good, average or poor.
4. Then produce questions regarding pricing, promotion and location of the vending machines.
5. Include a question that looks at views regarding current snack provision at your school or college.
6. Add a table to your questionnaire that lists 10 products you think might sell in the vending machine, such as the one below. These can be both food and drink items. Respondents should indicate what they would buy.
7. Finish your questionnaire with an open question that asks respondents for any other feedback or questions about the healthy eating vending machines idea.







## Activity 6: Internet Marketing...

**Online Marketing:** Using the Internet, research the following two products that are now available online. Look for websites that offer these products:

- a) online music;
- b) online games.

▶ State three features of the websites that are unique to these types of sites.

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▶ State three reasons why the features you have identified above might lead to higher sales for the businesses.

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**Extension task:** Which feature of these types of sites do you think is the most important and enhances the use of the Internet as a selling point.

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## Activity 7: Benefits to the Customers of Internet Marketing...

**Greater Supply convenience:** You are responsible for arranging a foreign educational visit in July, for a group of 20 students and members of staff. You have a budget of £300 per person for the trip and you will need to choose an appropriate foreign destination, flights and a hotel for the group. You will be staying four nights.

Use the Internet to complete the following tasks: Your options are Barcelona or Rome. Find information on the following for both destinations:

- Flight costs from your local airport;
- 3\* minimum hotel costs;
- The times and costs of three activities that the group could carry out in each activity.

Complete the following table as you research both destinations.

<u>Trip to Rome</u>	<u>Details &amp; costs</u>	<u>Trip to Barcelona</u>	<u>Details &amp; costs</u>
Return flight from local airport to Fiumicino Airport	▶	Return flight from local airport to Barcelona Airport	▶
Hotel	▶	Hotel	▶
Activity 1: visit to the Coliseum in Rome	▶	Activity 1: visit to the Sagrada Familia in Barcelona	▶
Activity 2:	▶	Activity 2:	▶
Activity 3:	▶	Activity 3:	▶

**Extension task:** Do you think that the Internet has made organising the trip easier? Justify your answer.

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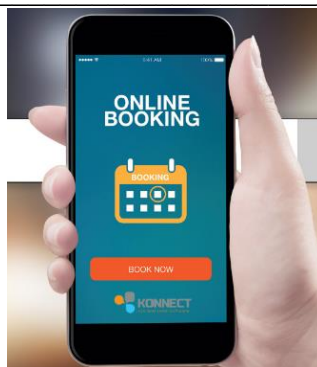
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## Activity 8: Consumer Protection Legislations...

**The main Consumer-related Laws:** The three fundamental ways of protecting consumers in their dealings with businesses are:

- a) Goods must fit with their description (e.g. organic wine really must be organic - businesses need to take care with descriptions – avoid inaccurate or misleading claims);
- b) Goods must be of satisfactory quality (the test applied is that of the quality that would be expected by a “reasonable person”; the goods must work and have no major blemishes);
- c) Goods are fit for the purpose specified (E.g. a watch should tell the time - businesses should take care when explaining what a product can be used for)

Whilst you don't need to know all the details of consumer legislation, it's worthwhile having knowledge of the main consumer laws, which are:

1. Distance Selling Regulations Act	▶ Gives consumers protection when they buy goods or services by mail order, phone or online
2. The Sale of Goods Act	▶ Requires goods to be as described, fit for their purpose and of satisfactory quality. If they are not, the customer can reject them
3. Supply of Goods and Services Act	▶ Customers are entitled to work that's carried out with reasonable skill, in a reasonable time, at a reasonable price
4. Trade Descriptions Act	▶ Required any descriptions of goods and services given to be accurate and not misleading

Please conduct further reading / research and highlight the main features of the Consumer Protection laws.

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## Extension task:

▶ Why is there a need to protect the consumers?

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▶ Explain the importance of consumer protection - why it matters to us?

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## Extension task:

- ▶ Identify few skills for each of these two Entrepreneurs and explain how these skills have helped them to be successful.

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- ▶ What sort of mindset / attributes do these Entrepreneurs have that have helped them to succeed?

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**Top 10 Signs you were BORN TO BE AN ENTREPRENEUR**

Here are 10 signs that you were born with the entrepreneurial spirit.

- 1 Risk-Taking Behaviors
- 2 Tenacity
- 3 Confidence
- 4 Adaptability
- 5 Curiosity
- 6 Restlessness
- 7 Focus on the Big Picture
- 8 Rebellious Streak
- 9 Desire to Build Things
- 10 Competitiveness

*Kelley* Source: <http://bit.ly/11012r>

**Entrepreneur**

- INNOVATION
- KNOWLEDGE
- BUSINESS
- TEAM
- LEADERSHIP
- RISK TOLERANCE
- ASSERTIVENESS





## Activity 10: Managing Personal Finance...

**Budgeting to save more:** Money is a resource almost everyone would like to have more of. Money is a scarce resource - we almost always want more than we have. Planning how we want to use our money judiciously, before we spend it, is called managing money. We can either spend our money for things we need or want, or save it for the future...

This exercise is for you to take home for you & your family to help you learn to keep track of the money that goes through your hands, in a month. Keeping track helps you to see where your money comes from and where it goes. Ask your family to help you with the amount-related information for the spending, until you are able to do it by yourself.

<h3>Money coming in each month</h3> <p>Job £ <input type="text"/></p> <p>Grant £ <input type="text"/></p> <p>Family and other gifts £ <input type="text"/></p> <p>Benefits £ <input type="text"/></p> <p>Maintenance Loan £ <input type="text"/></p> <p>Other £ <input type="text"/></p> <p><b>Total A</b> £ <input type="text"/></p>	<h3>Bills</h3> <p>How much do you spend each month on:</p> <p>Rent £ <input type="text"/></p> <p>Council tax £ <input type="text"/></p> <p>Gas £ <input type="text"/></p> <p>Electricity £ <input type="text"/></p> <p>Water £ <input type="text"/></p> <p>TV licence £ <input type="text"/></p> <p>Mobile phone £ <input type="text"/></p> <p>Broadband £ <input type="text"/></p> <p><b>Total B</b> £ <input type="text"/></p>	<h3>Savings</h3> <p>How much will you put away each month?</p> <p>Regular savings £ <input type="text"/></p> <p>Special events (holidays, treats) £ <input type="text"/></p> <p>Emergencies £ <input type="text"/></p> <p><b>Total C</b> £ <input type="text"/></p>
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### Living costs

How much do/will you spend each month on:

Food £

Local transport £

Long-distance travel £

Study costs (books, kit, stationery) £

Clothes £

Toiletries £

Household items and cleaning £

Socialising £

Snacks £

Presents £

**Total D** £

**E** **Total spend**  
 $B + C + D =$  £

## READY RECKONER

So how does your budget balance out?

$A - E =$  £

## Extension task:

▶ Why it is important to manage your personal finances?

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▶ What are the consequences of not managing your personal finances?

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Dear student,

I hope this Activity Pack, aimed at those of you who will be enrolling at The Sheffield College, for the Level 2 & Level 3 BTEC Business study programmes, will find you keeping happy & very well and eagerly looking forward to the start of the course with us, in the new academic year.

This BTEC Business Activity Pack, comprising of small task / activities will keep you engaged and will give you an opportunity to utilise your existing know-how and apply your understanding of the Business concepts. Hopefully, this will also provide you with an idea / glimpse of what you will be learning throughout the Level 2 & Level 3 BTEC Business study programmes once you enrol with us.

Please do feel free to get in touch if you have any questions about the above tasks / activities and I shall try & get back to you as soon as I possibly can.

I hope you will enjoy working through this Activity Pack 😊😊

Thank you,

With many best wishes,

**Srabanti Ray**

Curriculum Leader & Lead Internal Verifier and Standards Verifier for BTEC Business

The Sheffield College

City Campus, Granville Road, Sheffield S2 2RL

Email: [srabanti.ray@sheffcol.ac.uk](mailto:srabanti.ray@sheffcol.ac.uk)

