BTEC National Extended Certificate in Business Level 3
Unit 1: The Business Environment

The course will be looking at different businesses their aims and objectives and purpose. We will look at how companies organise themselves and how they are divided into functional areas.

Task 1

Research these companies by visiting their web sites – not wiki!

Innocent Smoothies
Merlin Entertainment
Google.com

Three very different companies

Answer the following questions for each of these 3 companies:

Which year were they founded?

Who founded them?

What is their culture? What values do they share?

What is their purpose? (more than one sentence please)

Task 2

Write no less than 500 words on each of these companies

- describe how you see the company,
- what you like/dislike the company
- give your opinion about the way the company operates.

Task 3

Choose which company you would work for and why, have you the skill set to work for them? If so what skills would you take to the position if you applied and what particular type of job do you see yourself doing? (not Chairman yet) What development work would you need to do in order to acquire the skills sets you still need to develop

Read carefully.
Do not under any circumstances cut and paste or copy information when you are describing their business. If you use quotes (short ones) ensure that you discuss why you have included them – how does the quote verify/justify what you are trying to describe?.

Bring to your first lesson printed off, you can come anytime and use the printers in Vocational Education, we are there from 8.00am

Holiday reading

During the holidays

- Read as often as possible any articles or watch any programmes about the economy.
- Any Sunday newspaper will have a section, also BBC economics programmes are really good. All these resources are on line, Times newspaper and guardian etc.
- Regular reading about the EU and the Greece and Spain situation, recession, growth etc, will all help towards your understanding later on in the year when we cover this part of the syllabus.

You will also need a notebook, pen and a folder.

Look forward to seeing you. Have a great summer.