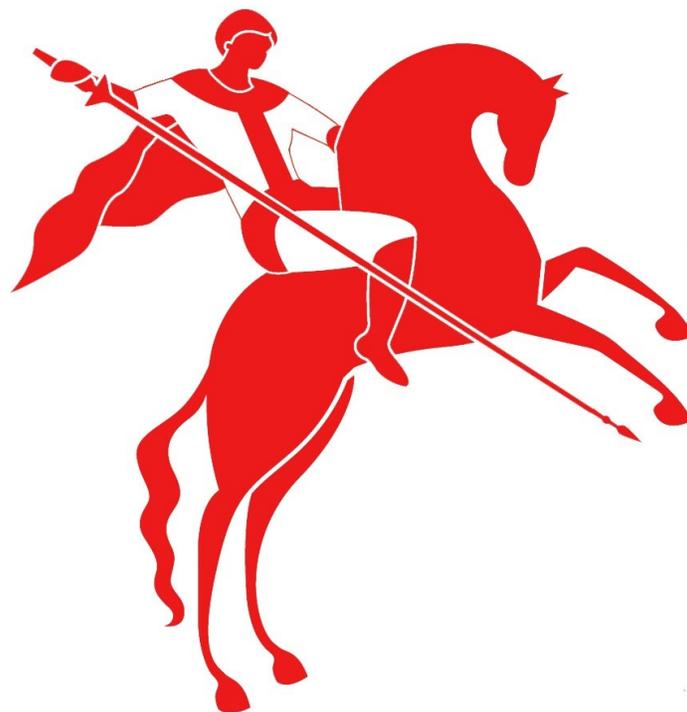


Faculty of Business and Tourism
Year 12 CTEC Business

KS5 Transition pack v1

Name:- _____



St George's
Academy

CTEC Business is a 2 year course. It is offered in a Single one A level equivalent with a weighting of 360 and a double A level equivalent with a weighting of 720. Both courses of study include core units and optional units, comprising external examination, control assignment and Internal coursework modules. **Each unit module must be passed to pass the course.** The Single award has a general business content, the Double award has the same core that makes up the Single award with additional units which focus on a Marketing and Project Management learning pathway.

Unit Number & Weighting	Title	Type	Single	Double
1 120	Business Environment	External	Yes	Yes
2 60	Working in Business	External	Yes	Yes
3 60	Business Decisions	External	No	Yes
4 60	Customers & Communications	Internal	Yes	Yes
5 60	Marketing & Market research	Internal	Yes	Yes
6 60	Marketing Strategy	Internal	No	Yes
7 60	Marketing campaign	Internal	No	Yes
15 60	Change management	External	No	Yes
16 60	Principals of Project management	Internal	Yes	Yes
23 120	Delivering a Business Project	Internal	No	Yes

Single award units	
Additional Double award units	

Background

This is an “applied” course combining theory and its practical application. You will need to research and use the business theory you acquire, applying it to the real world of business. **You must be enthusiastic about the world of business and have a passion for enterprise.** In written work you must be able to write in context applying your theoretical knowledge with examples you have focused on in your private study.

Transition Pack Challenge

Your challenge as you join the course, is to create a written revision guide for the follow subjects to A level standard including theory and real life examples to illustrate your learning,:-

1.1 different types of business activity, i.e.

- primary
- secondary
- tertiary

1.2 different sectors of operation, i.e.

- private
- public
- third sector Not for Profit, i.e. Public Private Partnerships

1.3 different forms of legal business ownership, i.e.

- sole trader
- partnership
- private limited company
- public limited company
- state/government owned
- charity/not-for profit
- community interest companies (CIC)

1.4 factors which inform business ownership, i.e.

- legal status
- liability
- funding
- control/decision-making
- legal/administrative requirements

1.5 differing business aims and objectives, i.e.

- survival
- financial, i.e.
 - break-even
 - increase revenue
 - reduce cost
 - make profit
- growth, i.e.
 - physical expansion
 - increase in market share
 - increase provision
- reputation (e.g. quality, offering value for money, being ethical, social responsibility, being environmentally friendly)
- being enterprising (e.g. own boss, pursue own interests, being competitive)

You will use your notes to hand in for assessment and you will use them to revise from for a test in the first week of the course to assess your suitability for the programme.

Use on line resources such as <http://www.tutor2u.net> and A level Business Studies text books to assist in putting together your pack of revision notes.

At the beginning of the first term next year

You will need to have your notes printed off and ready to hand in at the start of the academic year and you will need to use it to start your revision notes.

You will need two copies of your notes.

1. One copy to hand in and one to start your revision folder off with. (Hand in your work, printed out for assessment.
2. Use the other revision folder copy to file and revise from for your test in the first lessons.

We recommend you keep your work stored safely either on your computer or smart stick, so that your notes can be easily updated if needed and you can keep adding to them.

Following a successful assessment of your notes and a satisfactory test performance, you will embark on the first year of the course. You will add to your revision notes, putting in more theory, adding examples of the theory applied and document how it has been applied in practise.