

BTEC Business Level 3 – Transition Pack



Welcome to Your BTEC Business Adventure!

Hi there, and welcome!

We're excited that you'll be joining us in September to begin your BTEC National Diploma in Business. This course is packed with real-world knowledge and practical skills that will prepare you for careers in marketing, finance, management, customer service, and much more.

To help you hit the ground running, we've put together this Transition Pack for you to complete over the summer holidays. It's not about tests or grades — it's about getting a flavour of what the course is like, developing your creative thinking and research skills, and helping you to feel more confident when you arrive.

In this pack, you'll find a variety of short tasks to complete, which reflect the content we will cover in Year 1 of your course.

Pick a time that suits you — do them all at once or spread them out. We will be asking you to hand in your work in September so we can celebrate what you've achieved!

Why BTEC Business?

Whether you dream of starting your own company, working for a big brand, or just want to understand how the world of business works, this course will open doors. You'll learn how businesses run, how they grow, and how to think like an entrepreneur.

Have a brilliant summer, and we can't wait to meet you in September!

– The Business Team

Section 1: Exploring Business

Aim: Understand different types of businesses and their purposes.

◇ Task 1: My Dream Business

Imagine you could start your own business tomorrow — what would it be?

Create a one-page profile that includes:

- The name of your business
- What product or service it offers
- Who your target customers would be
- Why your business is needed
- What makes it different from competitors

Extension: Sketch a logo that captures the purpose and values of your business.

◇ Task 2: Industry Deep Dive

Choose an industry (e.g. fashion, gaming, hospitality). Create a one-page infographic or poster showing:

- Key businesses in that sector
- Trends affecting the industry
- Why this sector interests you

◇ Task 3: Business Influencers

Watch a business-related video, TV show or documentary (suggested: Dragon's Den, Inside the Factory, How It's Made).

Summarise:

- What you learned about how businesses operate
- One thing that surprised you
- One business idea you'd pitch to the Dragons Den and why

Section 2: Personal and Business Finance

Aim: Develop financial awareness and budgeting skills.

◇ Task 1: Budget Like a Boss

Imagine you've just finished college and got your first job earning £1,200 a month. Create a budget showing:

- Rent, bills, food, transport, savings, fun
- Total income vs expenses

Extension: What would you cut if your income dropped by £200?

◇ Task 2: Smart Spending Challenge

Imagine you've been given a budget of £500 to furnish a small bedroom or create your dream study space. Your challenge is to:

- Research what you would buy (e.g. desk, chair, storage, decorations, tech)
- Create a list showing each item, price, and total cost
- Stay within budget!

Extension: What would you prioritise if you only had £300? Explain your choices.

◇ Task 3: Money Matters Quiz

Create a quiz or Kahoot with 10 questions testing knowledge on:

- Loans, credit cards, overdrafts
- Interest rates
- Good vs bad debt

In September, the best quizzes may be shared with classmates to test them!

Section 3: Marketing

Aim: Understand how businesses promote themselves and attract customers.

◇ Task 1: Brand Battle

Pick two brands in the same market (e.g. McDonald's vs KFC). Compare:

- Who their target customers are
- Their branding and advertising
- Social media presence

Which one do you think does a better job, and why?

◇ Task 2: Design a Mini Campaign

Create a short campaign for a made-up business (e.g. smoothie shop, clothing brand, dog walking service). Include:

- Name and logo
- Slogan and key message
- Promotional ideas (social media post, poster, event)

◇ Task 3: Marketing in Action

Next time you're out shopping or scrolling online, take note of:

- 3 different marketing techniques you see
- Who they're aimed at
- Why they catch your attention (or not)

Section 4: Customer Service

Aim: Learn the importance of customer experience.

◇ Task 1: Rate My Service

Visit (or reflect on) three different customer service experiences – e.g. shop, café, online purchase. Create a table and rate each out of 10 for:

- Friendliness
- Speed
- Problem-solving

What made the best one stand out?

◇ Task 2: Customer Complaints Roleplay

Write a short script where a customer makes a complaint and the staff member handles it well. Try to:

- Show empathy
- Offer a solution
- Stay professional

◇ Task 3: Good vs Bad Service

Create a two-column chart showing what excellent vs poor customer service looks like. Think about:

- Communication
- Attitude
- Going the extra mile