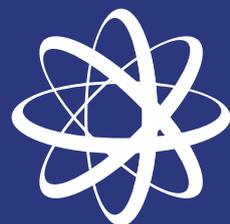


Macclesfield College



CURRICULUM

**BUSINESS**

YOUR  
**NEXT  
CHAPTER**

**PRE-ENROLMENT PACK**



# A bit about the department

## **BUSINESS**

On behalf of the Business team – Welcome to Macclesfield College!

We are delighted that you have chosen to continue your education journey with us and look forward to a happy and successful working partnership together. College is a time of achievement and together we hope to help you achieve and exceed your true potential.

Within the Business Department we currently offer the provisions listed below:

**BTEC Level 2 Certificate in Business**

**BTEC Level 3 Extended Diploma in Enterprise and Entrepreneurship**

**BTEC Level 3 Foundation Diploma in Enterprise and Entrepreneurship**

**BTEC Level 3 Extended Diploma in Business**

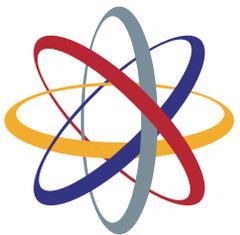
**BTEC Level 3 Foundation Diploma in Business**

**BTEC Level 4 Higher National Diploma in Business**

**BTEC Level 5 Higher National Diploma in Business**

The above courses have been carefully selected to give students the best chance to survive and thrive in tomorrow's industries. They are delivered via unique immersive learning methods in areas such as Digital Marketing, Developing a Marketing Campaign, Innovation and Enterprises and Personal and Business Finance.

We are a business-focused department within Macclesfield College that are dedicated to producing highly skilled learners, equipped with knowledge in the Business field, but also who possess fundamental transferrable skills to enable them to operate effectively within an organisation, ahead of the 21st century industry curve. Students are able to build their expertise in future focused and adaptable areas on a unit by unit basis, while informing theory with work experience and practical opportunities.



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# A task to get you started



This pack has been designed to introduce the kind of skills and knowledge you will need to study on the Business programmes at Macclesfield College and prepare you for your transition into further education. It will also assist in helping you to make an informed decision about your choice of course. Assessors will also be reviewing the tasks on completion to check that you have engaged with the work, and the level of work completed will be considered when accepting students onto specific courses.

We hope that you will find the content interesting - it may be initially challenging to learn independently, but this is an important skill and the more effort you put in, the more rewarding it will be.

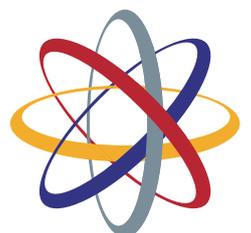
## **Task 1** **How to Research**

One of the fundamental skills as an entrepreneur should have is to spot opportunities. One way of doing this is to develop research skills - these will be used throughout your educational journey and beyond and so we wish for you to develop them as best as possible!

You should do this for 3 different countries. Each country should be on a different continent!

<https://www.worldbusinessculture.com/country-profiles/spain/>

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Country location Country size Type of government Name of political leader Main political party in charge (if applicable)	GDP Economic Growth Average household Income Main religion Language	
Information Found	Source (insert link or @ or website name)	How is the information reliable?
		Does the data you found come from a reliable source? How do you know?

### Task 2

The first thing we as Entrepreneurs want to know is, what is a business? From understanding what a business is, other questions start to arise... How many types of businesses are there? Why do some businesses remain small and why do others dominate the market? How does a business make a profit? Do all businesses aim to make a profit?

As you can see... the questions about business can be endless as it is a fundamental aspect of life and society we have created. So, from this, your task is one that may seem simple on the surface but can lead you to some very interesting discoveries!

Choose two contrasting Business' to research:

**Business choice 1: A profit making business- e.g: Nike**

**Business choice 2: A non - profit organisation - e.g: Cancer Research UK**

From your research try to find out as much as you can/want, but below are some topics to help you along your research journey (Place your research in the table shown below – one for each business):



Company size CEO/important Individuals in the business Sector Competitors Mission and Values	Customer "demographic" Current marketing strategy Who owns the company? If relevant, the current share price?
--	--

Source	Information Found	Quality of Information - how reliable is the information?
Put the website name or hyperlink in here	What information did you find and understand; Put the information in here	Is the information opinion based, or based on facts and research? Are all the facts shown or only some of the facts? Go into detail



# Additional Resources

For additional information about the awarding body used to deliver the current Business qualifications at Macclesfield College, please review the following website links to the course specifications:

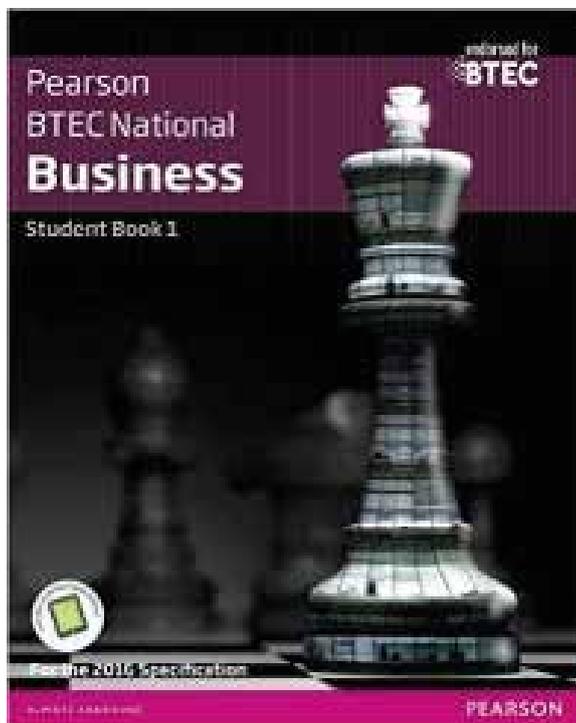
**BTEC 2016 Specification ([pearson.com](http://pearson.com))**

**BTEC 2016 Specification ([pearson.com](http://pearson.com))**

**BTEC HNCD Business ([pearson.com](http://pearson.com))**

**BTEC Firsts Business (2018) | Pearson qualifications**

Pearson BTEC National Student book one 2016



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