



6TH FORM SUMMER BRIDGING WORK

Welcome to BTEC Business

Your course

You will be studying **Certificate or Diploma in BTEC Business – Pearson Exam board**. Details of the specification and course assessment can be found here: <https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

We encourage you to become familiar with the course specification as soon as you start your course in September.

Summer bridging work

Read through carefully to make sure you understand what you are required to hand in. **You will need to hand in this work during your first lesson in September.**

TASK 1: Key Markets It is really useful in business to have a good background knowledge of key markets, and who are the biggest firms in those markets.

Find out the market share (% that the business holds in the market) data for:

- UK supermarkets
- Mobile phone manufacturers
- Car manufacturers
- High street retailers
- Travel firms

TASK 2: CSR - stands for Corporate Social Responsibility. It has become more important for businesses to include this in their overall aims and strategy.

Use the link below, and others to complete the tasks below.

<https://www.tutor2u.net/business/reference/corporate-social-responsibility-duringthe-coronavirus-pandemic>

1. What is CSR?
2. During the pandemic what have been good examples of CSR?
3. During the pandemic what have been poor examples of CSR?
4. What are the benefits of good CSR for businesses?
5. Why might a business not have good CSR?

Present this work as a word processed document with a bibliography As it makes up part of your first BTEC assignment.

TASK 3: Understanding business sectors

Watch this video here: <https://www.youtube.com/watch?v=JJQOTGxqpyU>

From this and other sources, define, and make one page of notes on what each sector is and examples of businesses that operate in the following sectors

- Primary
- Secondary
- Tertiary
- Quaternary