

BTEC National Extended Certificate in Enterprise and Entrepreneurship

This course will equip you with the skills and confidence that will allow you to set up and run your own business in the future.

It can give you the opportunity to progress into university to continue to study in a business or enterprise related area.

If the university route is not for you, with this qualification, you will also have the option to move straight into employment or a higher-level apprenticeship.

To do some preparation prior to starting the course will be very useful for you; it is recommended that you do a range of things such as:

- Keeping up to date with news related to business
- Watch a range of episodes of Dragon's Den to understand what makes a successful entrepreneur and identify what motivates individuals to become an entrepreneur.
- Read an autobiography of a successful entrepreneur for example Richard Branson, Peter Jones, Karen Brady, Alan Sugar etc.
- Follow us on twitter [@wgsbusiness](#)

In your first year of studying enterprise and entrepreneurship, you will complete:

- Unit 1: Enterprise and Entrepreneurs (this unit is internally assessed via coursework-based assessment)
- Unit 2: Developing a Marketing Campaign (this unit is assessed via a 3-hour controlled piece of assessment)

Preparation for Unit 1.

Task 1: Research Project: Investigate an Entrepreneur.

Prepare a fact sheet based upon an entrepreneur of your choice. Within this include an outline of their business, an overview of their background and their journey to where they are now. Include what motivated them to start their own business and the secret to their success. Include information about what challenges they have faced along the way and more importantly, how they overcame them.

Task 2: Enterprise Exploration Challenge

Do you think that you have what it takes to be a successful entrepreneur in the future, or do you think that you would be more suited to becoming a valued employee of a successful business?

Whatever you decide, it is important to recognise your strengths and skills so that you can 'sell yourself' in the future, but also work on developing skills that you may need when you enter the 'real world of business'

This challenge is all about exploring your personality traits, your skills and identifying what you would like to improve on.

Complete the personality test, following the link below:

<https://www.truity.com/test/big-five-personality-test>

What have you learnt about yourself? What are your strengths and what are your weaknesses? What do you need to do to overcome your weaknesses?

Carry out your own research – what are the personality traits of a successful entrepreneur?

Compare your personality traits with those of a successful entrepreneur, are there any similarities?

Preparation for Unit 2

Task 1: Dunkin Donuts Marketing Campaign

Watch this video on youtube.com

<https://www.youtube.com/watch?v=HomrcwWorc0>



Once you have watched the video, analyse Dunkin Donut's marketing campaign. Using your creative skills, portray this as a poster and don't forget to bring it in to school to share with the other members of your enterprise and entrepreneurship class in September!

This should include the following:

1. What makes the current marketing campaign effective, why do you think it works?
2. If you were recruited into the marketing department of Dunkin Donuts, what would you do to support this campaign further? Ensure you justify your ideas, giving reasons why these will add value to the campaign.
3. Create a new product to add to the current product range for Dunkin Donuts.

Task 2: The secret behind Coca-Cola's Marketing Strategy

Watch the video named '**The Secret Behind Coca-Cola's Marketing Strategy**' and create a creative 1 page document that answers the following questions.

<https://www.youtube.com/watch?v=XhMVWzVXNNk&list=PLftmziinjwVSHvHBPBohQdpYJ4cwUR1e4&index=10>



1. Why do you think Coca Cola spends 10% of their sales revenue (approx. \$4 billion) on advertising every year even though they are already so popular and well known?
2. What is guerrilla marketing and why do Coca Cola use it?
3. Analyse the repeated use of the same style Christmas advert campaign year on year, is it really needed?
4. Which of Coca Cola's marketing campaigns do you prefer, 'Share a Coke' (personalised names on bottles) or 'Share a Can' (twist cans). Ensure you justify your answers.
5. If you worked in Coca Cola's marketing team, what would you do for their next marketing campaign, be creative with this one, think about the aims of the campaign and justify your plan.

Your summer reading list



Grinding It Out: The Making Of McDonald's

by Ray Kroc | 5 Mar 2012

★★★★☆ ~ 403

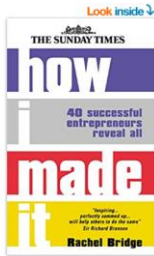
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How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions: 40 Successful Entrepreneurs Reveal All Hardcover – 3 Nov 2004

by Rachel Bridge (Author)

★★★★☆ ~ 45 ratings

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There is a newer edition of this item:

How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions
Currently unavailable.

An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how the spotted a gap in a market, and developed a USP.



Shoe Dog: A Memoir by the Creator of NIKE

by Phil Knight

★★★★★ ~ 4,921

Kindle Edition

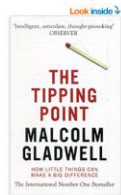
£6⁹⁹ £9.99

Audible Audiobooks

£0⁰⁰ £27.09

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Hardcover



The Tipping Point: How Little Things Can Make a Big Difference Paperback – 14 Feb 2002

by Malcolm Gladwell (Author)

★★★★☆ ~ 1,950 ratings

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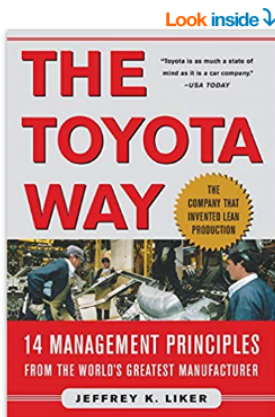
'A wonderful page-turner about a fascinating idea that should affect the way every thinking person thinks about the world around him' Michael Lewis

A very readable and fascinating book, which looks into the reason's products become market leaders.



The Google Story
by David A. Vise | 7 Nov 2008
★★★★☆ ~ 87
Paperback
More buying choices
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Kindle Edition
£4.99 ~~£12.99~~

An interesting investigation into the culture at Google, includes insights into the four-day working week and soft management styles. The questions are; are these the things that made Google the world's number one search engine?



The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer

2004

by Jeffrey Liker (Author)
★★★★☆ ~ 542 ratings

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Jeff Bezos: The Force Behind the Brand: Insight and Analysis into the Life and Accomplishments of the Richest Man on the Planet (Billionaire Visionaries Book 1) Kindle Edition

by JR MacGregor (Author)
★★★★☆ ~ 38 ratings
Book 1 of 4 in Billionaire Visionaries (4 Book Series)

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Elon Musk: How the Billionaire CEO of SpaceX and Tesla is Shaping our Future







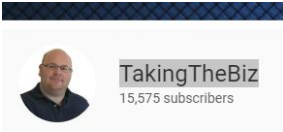
by Ashlee Vance | 10 Mar 2016

★★★★☆ ~ 5,417
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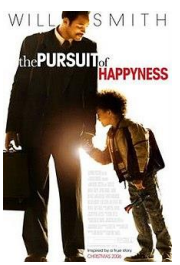
 <p>www.tutor2u.net</p> <p>Excellent business website with everything you need to learn for Business A Level, presentations, videos, revision quizzes.</p>	 <p>www.bbc.co.uk</p> <p>Excellent news website with everything you need to learn about what is going on in the world today</p>	 <p>London Stock Exchange</p> <p>www.londonstockexchange.com</p> <p>Excellent website with everything you need to learn about share prices and market capitalization.</p>
 <p>https://beta.companieshouse.gov.uk/</p> <p>Excellent website which allows you to research any registered Private Limited Company LTD in the UK.</p>	 <p>https://iq.ft.com/sites/numbers/economies/uk/</p> <p>Excellent website for researching the UK economy at a glance. The FT's one-stop overview of key economic data, including GDP, inflation, unemployment, the major business surveys, the public finances and house prices</p>	  <p>Really useful YouTube channel with wide range of revision videos on all business a level topics</p>

And of course, you can follow our department on twitter, where I post lots of interesting articles for you to read too!

@wgsbusiness







Your summer watch list

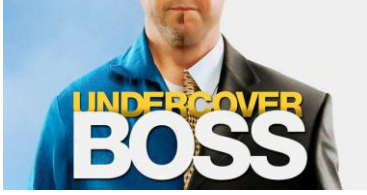
	<p>1. <u>Enron: The Smartest Guys in the Room (2005);</u> <i>The film examines the 2001 collapse of the Enron Corporation which resulted in criminal trials for several of the company's top executives during the ensuing Enron scandal it also shows the involvement of the Enron traders in the California electricity crisis.</i></p> <p>Business reference: Profit, Public Limited Companies, Stock market, insider trading</p>
	<p><u>Glengarry Glen Ross" (1992)</u> <i>This film follows the lives of four unethical Chicago real estate agents who are prepared to go to any lengths (legal or illegal) to unload undesirable real estate on unwilling prospective buyers.</i></p> <p>Business reference: Profit</p>
	<p>5. <u>Working Girl (1988)</u> <i>This film showed the world that a woman could be just as successful and smart as any man in business. Today that seems like a given, but in 1988 it seems like it was still pretty revolutionary.</i></p> <p>Business reference: Human Resources, Motivation, Entrepreneur</p>
	<p>6. <u>How to Succeed in Business Without Really Trying (1967).</u> <i>Pierpont Finch (Robert Morse) is a lowly window cleaner with dreams of making it big in the business world. After finding a copy of the book "How to Succeed in Business Without Really Trying," Finch decides to apply the tactics in the book to his own life.</i></p> <p>Business reference: entrepreneurial characteristics profit,</p>
	<p>5. <u>The Founder</u> <i>The true story of how Ray Kroc (Michael Keaton), a struggling salesman from Illinois, met Mac (John Carroll Lynch) and Dick McDonald (Nick Offerman), who were running a burger operation in 1950s Southern California. Kroc was impressed by the brothers' speedy system of making the food and saw franchise potential. Kroc soon maneuvers himself into a position to be able to pull the company from the brothers and create a multi-billion dollar empire.</i></p> <p>Business reference : Franchising a proven business idea</p>

	<p>6. <u>Pursuit of Happyness</u> <i>The Pursuit of Happyness is a 2006 American biographical drama film based on entrepreneur Chris Gardner's nearly one-year struggle being homeless. Directed by Gabriele Muccino, the film features Will Smith as Gardner, a homeless salesman.</i></p> <p>Business reference : Entrepreneurial spirit, sales, finance</p>
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*Some of these films may include mature themes so please check the ratings before watching.

The following television programmes are recommended for background business knowledge.

 <p><u>BBC News</u> Last news from around the world.</p>	 <p><u>BBC Panorama</u> British current affairs documentary programme</p>	 <p><u>BBC newnight</u> Key national and international news stories</p>
 <p><u>Dragons Den</u> Programme about entrepreneurs presenting their business ideas to gain funding from the Dragons. (Venture Capitalists)</p>	 <p><u>The Apprentice</u> Programme about entrepreneurs working in teams and being interviewed so they can gain backing of Sir Alan Sugar for their business idea.</p>	 <p><u>Question Time</u> Topical debate in which guests from the worlds of politics and the media answer questions posed by members of the public.</p>



Undercover Boss

A CEO goes undercover to find out how a large firm is running. There are both UK and USA versions. *Check catchup TV or YouTube*



Inside the Factory

A fun insight into foods we eat and how they are made. Shows student the different production methods used.



Only Fools and Horses

Bit of comedy. The original sole trader "Del Boy". Show goes through the trials and tribulations of Trotters Independent Traders!