

Pearson BTEC International Level 3 Business Transition Pack

Welcome to Your BTEC International Business Course!

BTEC focuses on vocational, real-world skills. Instead of just memorizing textbook facts, you will step into the shoes of a business professional. You will research real companies, analyse financial health, and explore how major organizations operate in changing environments.

Please complete this booklet and bring it with you to your very first lesson.

Understanding Your Course Structure

To earn the Pearson BTEC International Level 3 Subsidiary Diploma, you must complete 4 units.

Our curriculum is structured to build your fundamental skills before moving into specialised areas. Note that some units are portfolio-based (coursework), while others use set assignments:

Unit 1: Exploring Business: You will study how real-world businesses are organized, how they survive in changing markets, and how innovation drives success.

Unit 2: Research and Plan a Marketing Campaign: You will learn how to conduct market research and build a fully costed promotional plan.

Unit 3: Business Finance: You will learn to manage day-to-day cash, read financial accounts, and evaluate if a business is making a profit.

Unit 4: Managing an Event: You will work in a small team to plan, budget, launch, and run a live business or charity event.

Task 1: Key Terms Glossary

Research and write down the definitions for these core foundational words. Use websites like Tutor2u to help you find the correct business definitions.

Key Term	Definition
Enterprise	
Demand	
Supply	
Market	
Cash flow	
Marketing Mix	
Competition	
Branding	
Stakeholders	
Ethical	
SWOT Analysis	
Objectives	
Added Value	
Elasticity	

Task 2: Corporate Research Task Starbucks Case Study

Using the official [Starbucks UK Website](#) and their corporate news channels, research the following questions. Write your answers in your own words instead of copying and pasting.

History: When was Starbucks set up, and who were the original founders?

Target Market: Who is their primary target market? Who are their products and drinks specifically aimed at?

Scale: How many stores does Starbucks have in total, and where are they located globally?

Product Range: What specific products and services do they offer to customers?

Trends: How have shifting consumer trends (e.g., plant-based milk choices, health trends) changed the items Starbucks offers?

Competition: Who represents Starbucks' main competition, and what do those competitors offer?

Ownership: Who owns and leads Starbucks today?

Task 3: The External Environment (PESTLE Analysis)

Businesses do not exist in a vacuum; they are constantly shaped by the world around them. Complete a PESTLE Analysis below to explain the external factors currently impacting Starbucks. Give specific, real-world examples for each box.

Political

How do government decisions, trade relations, or tax laws affect Starbucks?

Economic

How do inflation rates, changes in employment, or economic slowdowns impact customer spending on luxury coffee?

Social

How do lifestyle changes, dietary shifts, or cultural trends alter what people want to buy?

Technological

How do mobile ordering apps, automated espresso machinery, or loyalty reward systems change operations?

Legal

What employment rules, health and safety laws, or minimum wage changes must Starbucks legally follow?

Environmental / Ethical

How do climate changes affecting coffee bean crops or customer demands for recyclable cups impact the brand?

Recommended Study Resources

Syllabus Notes: Use Tutor2u Business for clear summaries and video guides.

Video Revision: Search YouTube for "Taking the Biz" and "Bizconsesh" for excellent, video-based explanations of key business themes.

Real-World Tracking: Check BBC News (Business Section) weekly to find case studies for your coursework modules.