

BTEC Level 3 Business Management Extended Diploma 1st Year Documents (Marked & Passed) Pass Criteria

Unit 1 (Passes)

Unit 1, pass 1

Gateshead College (non-profit organisation)

The main purpose of the college is to ensure students of all purposes accomplish their goals and aim in their academic years to highest standard possible. To ensure that students are happy with their courses and are satisfied with the college, the college provides help to students needs in many ways such as a bursary which usually covers travel expenses and other things needed throughout the academic year e.g. books and uniforms. The college also provides services to students such as gyms, restaurants, cafes and many more. Gateshead College has many priority's such as providing a suitable working area, investing in research and development, investing in potential students and more.

Gateshead College was founded in November 15, 1955 at Durham Road in Low Fell, Gateshead. The original campus was closed due to a planned move in 2008. The college moved into a £39 million new main site located at the Baltic Quayside in Gateshead. Now the college has 7 different campuses located around quayside in Gateshead and all are dedicated to different things e.g. sport, business, art, vehicle technology and many more.

The college has grown rapidly over the years through investments that have created new facilities and opportunities such as the wide selection of places to study at the college. It has also increased in students over the years that are now taking part in a wide range of courses and activity's. More than £75 million has been invested in the college and its unique campuses. The investments have been able to provide with the facilities:

- Baltic Salon and Spa
- Gym and aerobics studio
- 200 seat performance theatre
- Learning Resource Centre
- Sound proofed music rehearsal and recording studios
- Refectory, bistro, training kitchens and restaurant
- Art and design studios
- ICT Suite
- Shop
- Japanese garden

The Baltic campus would be classed as the head office as it has student services and human resources and any questions that a person or student has is enquired at the Baltic campus. Gateshead College has in total 6 campuses located around the quayside area, these are:

- Baltic Campus, Gateshead Quays
- Skills Academy for Construction, Team Valley
- Skills Academy for Automotive, Engineering, Manufacturing & Logistics, Team Valley
- Academy for Sport, Gateshead International Stadium
- Auto Skills Centre, Team Valley

Tesco

Human resources – The human resources department at Tesco have a very important job. They are responsible for the recruitment of people coming into the business and ensure these people are of a high standard with much experience in the field. They are also responsible for the community events and activities held by Tesco for example in 2012 Tesco recruited 20,000 young participants which they trained to work in specific fields in Tesco, enabling them to gain the hand on experience required to seek work in the field they were trained in. The HR department in Tesco is also responsible of maintaining the people already in the company such as staff, they would make sure all staff are updated and are working effectively without any issues. The staff at Tesco would rely on the HR department to handle any questions or issues regarding their current job at Tesco.

Finance –The finance department at Tesco handle all money coming in and out the business. They process things such as energy costs, maintenance, wages, facility expenses and much more. They are also responsible of making sure the money coming into the business is directed properly for example investments and shares in the company. The main duty of the finance department is to maintain a strong link between Tesco and its suppliers, as Tesco sells thousands of products they have to be accounted for and processed by the finance department. They would also be responsible of finding new reliable suppliers and negotiating with their existing suppliers.

Marketing –The marketing department in Tesco have a very important role. They manage and develop all advertising of Tesco which can be a TV ad or a poster. They also have to maintain Tesco's social networks such as Facebook, the marketing department makes sure all information provided in said social networks are valid and up to date. The marketing department at Tesco are also responsible of creating and developing key strategies that enable them to stay afloat in the market as well as maintaining links with competitors and developing strategies that prevent them falling under the weight of their competitors. Over the years Tesco's marketing department has developed highly affective strategies which have enabled them to see through difficult times such as the Horse meat scandal in 2012 where sales and popularity at Tesco plunged below critical levels and Tesco was funded with a £1,000,000,000 kick starter which placed them in their current position. This was a strategy formed by extensive research, planning and tactics developed by the Marketing department of Tesco.

IT – The IT department at Tesco are a highly trained and experienced work force. They have to ensure not only Tesco are using very effective technology which are used in their supermarket and banks, they also have to make sure all systems are functioning properly and are maintained effectively. The IT department would indulge into research to find new systems and technologies which could be of great use to Tesco and then would present their findings to the Finance department. The sheer amount of technology used by Tesco to do day to day activity's is hard to comprehend, The IT department is responsible for the function of all these technologies used by Tesco such as communications of staff, electricity, servers and databases used to hold important information regarding Tesco.

Facility's – The facilities at Tesco are a very fundamental part the Tesco's success overall. The constant development and creation of new facilities at Tesco never ends as they are always indulging into ways to expand and develop the company. The facilities at Tesco have to be maintained properly and if a development is in place for a specific part to a supermarket all supermarkets have to updated as well. Tesco works on ways every day to develop their facilities to appeal to the customer, in 2013 Tesco spent £800,000,000 for the modernization of over 70 Tesco stores around the UK & Ireland. As Tesco

GDP.

Gross domestic product – GDP is the monetary value of all finished goods and services produced in a country in a specific time period, though GDP is usually calculated on a yearly basis. Gross Domestic Product (GDP) is the best way to measure a country's economy. It includes everything produced by all the people and companies that are in the country.

Criteria Covered:

Unit 1:
P5

Effects on Effects on McDonalds.

When GDP is low it will affect McDonalds as lower GDP means a more unstable economy ultimately creating a more difficult environment for everyday living as the prices of good will rise. Although the prices at McDonalds usually stay the same but can differ from time to time. Their 99p saver menu was introduced in the early 90's and has not changed since. This means more people would want to have their quick meals in between lunches and evenings etc... this applies in the US and in the UK as GDP level is unstable in any country the performance of the McDonalds restaurants will be better or the same regardless.

Effects on Effects on Tesco.

More GDP, more money in market i.e. consumption, more turnover for Tesco. A lower GDP would mean: more unemployment, less security and less money in circulation and so less consumption so less turnover for Tesco. So in both countries if GDP is high people will generally have more money to spend, meaning every time they visit a Tesco supermarket they will be carrying more bags at the end of their trip meaning they will have more money to spend. But if the GDP is low it will result in the opposite, people will have less money to spend in Tesco. They will only buy their essentials this would mean Tesco will make less turnover and less profits than if the GDP in a country was stable. This effect of turnover applies to both countries US and the UK. In 2013 when the economy was stable Tesco made a gross profit of 3.8bn in the UK.

Unemployment figures

Unemployment figures mean the rate of people who are unemployed in a certain country for example Unemployment in the UK fell by 63,000 to 1.96 million in the three months to the end of October 2014, according to the latest Office for National Statistics (ONS) figures. Referenced for the national BBC website.

Criteria Covered:

Unit 1:
P5

Effects on McDonalds.

In a country where unemployment figures are rising it will have a number of effects on a business. These effects will react in a chain reaction meaning one effect will cause or strengthen another effect, McDonalds will be one of these businesses that get affected by these effects. Here are some of these effects:

- Lower consumer spending = lower demand for income-elastic products (this can be tackled by their saver menu)
- Demand for inferior goods (lower price, quality) may increase,
- Greater supply of labour – potentially lower wage/salary levels
- Unemployment creates insecurity in the workforce; potentially a cause of lower morale and demotivation
- Danger of lost skills for industries as a whole

Effects on Tesco.

Unemployed people will almost always have less money to spend than employed people do, so the businesses will not make as much money as they would if the people were employed. This would affect Tesco Tesco has announced that it will create 20,000 new jobs in the UK over the next two years, in a bid to tackle growing youth unemployment and they announced this in 2014. They have