

HANDBOOK



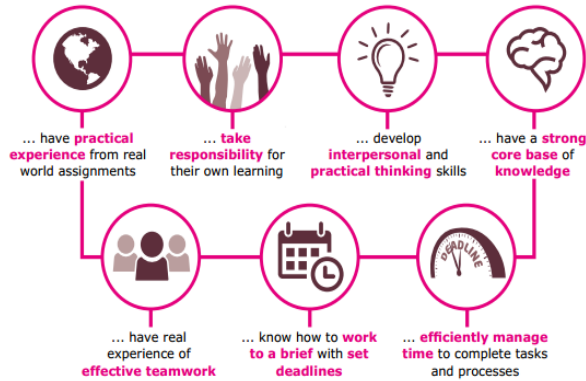
BTEC Level 3 National Certificate in Business



Business Department 2021/2023

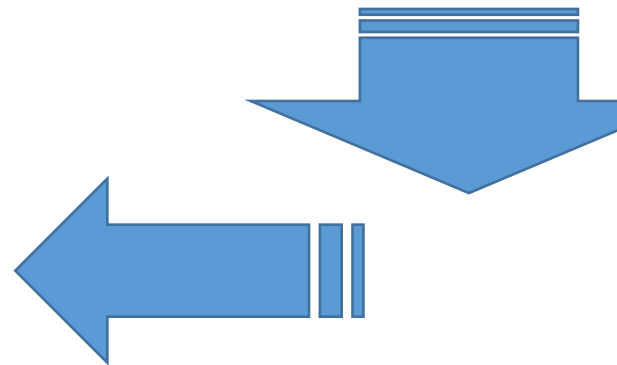
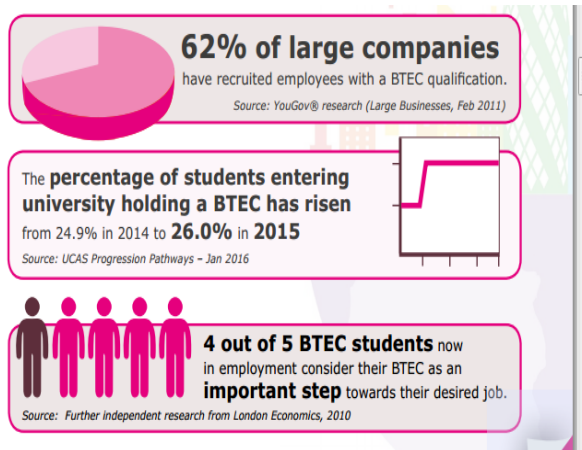
HANDBOOK

BTEC Business Students...



BTEC Business Level 3 Handbook

Some facts about why choosing BTEC is the right choice for you.



Certificate (180 GLH)

QAN	601/7155/8
Equivalent in size to	0.5 A Level
Total number of Units	2
Aim	To provide students with an introduction of the business sector, normally to be taken alongside other level 3 qualifications.
Progression to	Further study at level 3, higher education or training in business or a related sector.

2 MANDATORY UNITS

1. Exploring Business (90 GLH)
2. Developing a Marketing Campaign (90 GLH)

0 Optional Units

A 2 year course which is equivalent to 1 A Level.

Unit 1 Exploring business

Unit 2 Developing a Marketing Campaign

In year 12 you will cover unit 1 and 2:

Unit 1 is coursework and is internally assessed

Unit 2 is externally assessed

Who is this qualification for?

The Pearson BTEC Level 3 National Extended Certificate in Business is an Applied General qualification. It is for post-16 learners who want to continue their education through applied learning and who aim to progress to higher education and ultimately to employment in the business sector. The qualification is equivalent in size to one A Level and aims to provide a coherent introduction to study of the business sector.

What does this qualification cover?

The content of this qualification has been developed in consultation with academics to ensure that it supports progression to higher education. Employers and professional bodies have been involved and consulted in order to confirm that the content is appropriate and consistent with current practice for learners planning to enter employment directly in the business sector.

The learning programme covers the following content areas:

- **Business environments**
- **Finance**
- **Marketing.**
- **Human resources**

What could this qualification lead to?

The qualification carries UCAS points and is recognised by higher education providers as contributing to meeting admission requirements for many courses if taken alongside other qualifications as part of a two year programme of learning. It will support entry to many higher education courses, depending on the other qualifications learners have taken. Learners should always check the entry requirements for degree programmes at specific higher education providers. The qualification can also support progression to employment directly, or via an Apprenticeship.

How does the qualification provide employability skills?

In the BTEC National units there are opportunities during the teaching and learning phase to give learners practice in developing employability skills. Where employability skills are referred to in this specification, we are generally referring to skills in the following three main categories:

- **Cognitive and problem-solving skills: use critical thinking, approach non-routine problems applying expert and creative solutions, use systems and technology**
- **Intrapersonal skills: communicating, working collaboratively, negotiating and influencing, self-presentation**
- **Interpersonal skills: self-management, adaptability and resilience, self-monitoring and development.**

There are also specific requirements in some units for assessment of these skills where relevant. For example, where learners are required to undertake real or simulated activities.

How does the qualification provide transferable knowledge and skills for higher education?

All BTEC Nationals provide transferable knowledge and skills that prepare learners for progression to university. The transferable skills that universities value include:

- **The ability to learn independently**
- **The ability to research actively and methodically**
- **To be able to give presentations and be active group members.**

BTEC learners can also benefit from opportunities for deep learning where they are able to make connections among units and select areas of interest for detailed study.

BTEC Nationals provide a vocational context in which learners can develop the knowledge and skills required for particular degree courses, including:

- **Effective writing**
- **Analytical skills**
- **Creative development**
- **Preparation for assessment methods used in degrees.**

You will cover 4 Unit in total, 2 Units in year 12 and 2 units in year 13.

Below is a breakdown of the units.

Unit 1 Exploring Business	Unit 2 Developing a Marketing Campaign
<p>A business is any activity that provides goods or services, whether that is to make a profit or not. The common thread in business is that owners and employees are striving to satisfy customers. Nowadays, customers are more informed and have more options in terms of what they buy and who they buy from, so a successful business is one that balances satisfying their customers with selling products or providing services.</p> <p>In this unit, you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits. By developing relevant business knowledge and understanding, this unit will help you to progress to employment, vocational training and higher apprenticeships, or higher education.</p> <p><u>Learning aims</u></p> <p>In this unit you will:</p> <ul style="list-style-type: none"> • A Explore the features of different businesses and analyse what makes them successful • B Investigate how businesses are organised • C Examine the environment in which businesses operate • D Examine business markets • E Investigate the role and contribution of innovation and enterprise to business success. 	<ul style="list-style-type: none"> • A task set and marked by Pearson and completed under supervised conditions. • Learners will be provided with a case study two weeks before a supervised assessment period in order to carry out research. • The supervised assessment period is a maximum of three hours and can be arranged over a number of sessions in a period timetabled by Pearson. <ul style="list-style-type: none"> • Written submission. 70 marks. • Availability Dec/Jan and May/June First assessment: May/June 2017

<p>Unit 3: Personal and Business Finance</p>	<p>Unit 8: Recruitment and Selection process</p>
<p>In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.</p> <p><u>Unit introduction</u> A business is any activity that provides goods or services, whether that is to make a profit or not. The common thread in business is that owners and employees are striving to satisfy customers. Nowadays, customers are more informed and have more options in terms of what they buy and who they buy from, so a successful business is one that balances satisfying their customers with selling products or providing services.</p> <p>In this unit, you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits. By developing relevant business knowledge and understanding, this unit will help you to progress to employment, vocational training and higher apprenticeships, or higher education.</p> <p><u>Learning aims</u> In this unit you will:</p> <ul style="list-style-type: none"> • A Explore the features of different businesses and analyse what makes them successful • B Investigate how businesses are organised • C Examine the environment in which businesses operate • D Examine business markets • E Investigate the role and 	<p>Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews and review their performance.</p> <p><u>Unit introduction</u> Recruiting the right people is essential to the success of a business. It is important that the processes and procedures involved in recruitment and selection meet the needs of the business and comply with current regulations. You will learn that successful recruitment is key to maintaining the success of a business, as people are often considered to be the most valued resource. You will explore the various selection tools and the enhanced use of technology in this area. Businesses with an effective recruitment process in place are more likely to make successful appointments. In a competitive labour market this is a major advantage and will support business success.</p> <p>This unit gives you the opportunity, through role play, to take part in selection interviews. They will need to be organised and prepared so that they demonstrate your communication skills in this work-related competence. This unit will give you a foundation for progression to employment, for example in a human resources role, or to higher education. Through undertaking recruitment activities the unit will help you to develop the skills needed in an interview situation. You will have an opportunity to review your individual performance and analyse your skills for development.</p> <p><u>Learning aims</u> In this unit you will:</p> <ul style="list-style-type: none"> • A Examine how effective recruitment and selection contribute to business success

<p>contribution of innovation and enterprise to business success.</p> <p>Written examination set by Pearson.</p> <ul style="list-style-type: none">● 2 hours.● 100 marks. <p>Jan and May/June</p> <p>First assessment:</p> <p>May/June 2017</p>	<ul style="list-style-type: none">● B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer● C Reflect on the recruitment and selection process and your individual performance.
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