



Business Department

Subject:

**BTEC National Level 3 Extended Certificate
Business**

Year Group: 12

Form

Name:

ALPS:

Target for Year:



Overview

BTEC Business is a 2-year course. It is offered in a Single award that is equivalent to one A-Level. The course of study includes core units and optional units, comprising external examination, control assignment and internal coursework modules. Each unit module must be passed to pass the course. The Single award has a general business content.

Background

This is an “applied” course combining theory and its practical application. You will need to research and use the business theory you acquire, applying it to the real world of business. You must be enthusiastic about the world of business and have a passion for enterprise. In written work you must be able to write in context applying your theoretical knowledge with examples you have focused on in your private study.

Units

Unit Number	Title	Type	Time Frame	Unit Size
1 (Mandatory)	Exploring Business	Coursework	Year 12 Sept-Jan	90 GLH
2 (Mandatory)	Developing a Marketing Campaign	Exam – controlled assessment	Year 12 Jan-May	90 GLH
3 (Mandatory)	Personal and Business Finance	Exam	Year 13 Sept-Jan	120 GLH
8 (Optional)	Recruitment and Selection Process	Coursework	Year 13 Jan-May	60 GLH

Unit 1 – Exploring Business

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. 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.

Learning aims in this unit you will:

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

Assessment criteria

Pass	Merit	Distinction
Learning aim A: Explore the features of different businesses and analyse what makes them successful		AB.D1 Evaluate the reasons for the success of two contrasting businesses, reflecting on evidence gathered.
A.P1 Explain the features of two contrasting businesses.	A.M1 Assess the relationship and communication with stakeholders of two contrasting businesses using independent research.	
A.P2 Explain how two contrasting businesses are influenced by stakeholders.		
Learning aim B: Investigate how businesses are organised		
B.P3 Explore the organisation structures, aims and objectives of two contrasting businesses.	B.M2 Analyse how the structures of two contrasting businesses allow each to achieve its aims and objectives.	
Learning aim C: Examine the environment in which businesses operate		C.D2 Evaluate the extent to which the business environment affects a given business, using a variety of situational analysis techniques. D.D3 Evaluate how changes in the market have impacted on a given business and how this business may react to future changes.
C.P4 Discuss the effect of internal, external and competitive environment on a given business.	C.M3 Assess the effects of the business environment on a given business.	
C.P5 Select a variety of techniques to undertake a situational analysis of a given business.		
Learning aim D: Examine business markets		
D.P6 Explore how the market structure and influences on supply and demand affect the pricing and output decisions for a given business.	D.M4 Assess how a given business has responded to changes in the market.	
Learning aim E: Investigate the role and contribution of innovation and enterprise to business success		E.D4 Justify the use of innovation and enterprise for a business in relation to its changing market and environment.
E.P7 Explore how innovation and enterprise contribute to the success of a business.	E.M5 Analyse how successful the use of innovation and enterprise has been for a given business.	

Unit 2 – Developing a Marketing Campaign

Marketing is a dynamic field central to the success of any business. You will gain an understanding of how a marketing campaign is developed. You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service. You will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. You will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake. To complete the assessment task within this unit, you will need to draw on your learning from across your programme. This unit will give you an insight into how important marketing is to business. It will enable you to make an informed choice as to whether you want to specialise in marketing in employment, training or higher education.

This unit is assessed under supervised conditions. The Part A Research Pack is released to learners under low control conditions in the afternoon on the day before the Part B assessment, which will be sat in the morning session. Learners have access to Part A for a 2-hour preparation period with the Part B assessment being a 3-hour supervised session. The assessment is set and marked by Pearson. The number of marks for the unit is 70. The assessment availability is twice a year in December/January and May/June.

Unit 3 Personal and Business Finance

This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. It is vital you understand the financial decisions you will need to take throughout your life and how risk can affect you and your choices. This unit will also give you an insight into where you can get financial advice and support. The business finance aspects of the unit introduce you to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses. Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed. Measuring the financial performance of a business will require you to prepare and analyse statements of comprehensive income and statements of financial position. This unit will provide a foundation for a number of other finance and business units and will help you to analyse profitability, liquidity and business efficiency. It will give you the knowledge and understanding to manage your personal finances and will give you a background to business finance and accounting as you progress to employment or further training.

This unit is assessed by a written examination set by Pearson. The examination will be two hours in length. The number of marks for the examination is 80. (Section A contains questions on the personal finance unit content and approximately one-third of the marks, and Section B contains questions on the business finance unit content and approximately two-thirds of the marks).

Unit 8 Recruitment and Selection Process

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. 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.

Learning aims in this unit you will:

A Examine how effective recruitment and selection contribute to business success

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

Assessment criteria

Pass	Merit	Distinction
Learning aim A: Examine how effective recruitment and selection contribute to business success		A.D1 Evaluate the recruitment processes used and how they contribute to the success of the selected business.
A.P1 Explain how a large business recruits and selects giving reasons for their processes. A.P2 Explain how and why a business adheres to recruitment processes which are ethical and comply with current employment law.	A.M1 Analyse the different recruitment methods used in a selected business.	
Learning aim B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer		B.D2 Evaluate how well the documents prepared and participation in the interview activities supported the process for a job offer. C.D3 Evaluate how well the recruitment and selection process complied with best practice, drawing reasoned conclusions as to how it will support your future career.
B.P3 Prepare appropriate documentation for use in selection and recruitment activities. B.P4 Participate in the selection interviews, as an interviewer and interviewee.	B.M2 In recruitment interviews, demonstrate analytical responses and questioning to allow assessment of skills and knowledge.	
Learning aim C: Reflect on the recruitment and selection process and your individual performance		
C.P5 Complete a SWOT analysis on your performance in the interviewing activities. C.P6 Prepare a personal skills development plan for future interview situations.	C.M3 Analyse the results of the process and how your skills development will contribute to your future success.	

Task 1 - Your challenge as you join the course, is to create a written revision guide for the follow subjects to A level standard, including theory and real-life examples to illustrate your learning: -

1.1 Different types of business activity:

- Primary
- Secondary
- Tertiary

1.2 Different sectors of operation:

- Private
- Public
- Third sector Not for Profit, i.e. Public Private Partnerships

1.3 Different forms of legal business ownership:

- Sole trader
- Partnership
- Private limited company
- Public limited company
- State/government owned
- Charity/not-for profit
- Community interest companies (CIC)

1.4 Factors which inform business ownership:

- Legal status
- Liability
- Funding
- Control/decision-making
- Legal/administrative requirements

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1.5 Differing business aims and objectives:

- Survival
- Financial
 - Break-even
 - Increase revenue

- Reduce costs
 - Make a profit
- Growth
 - Physical expansion
 - Increase in market share
- Reputation (e.g. quality, offering value for money, being ethical, social responsibility, being environmentally friendly)
- Being enterprising (e.g. own boss, pursue own interests, being competitive)

1.6 Functional Areas:

- Finance
- Marketing
- Sales
- Operations
- Human Resources
- Customer services
- Research and development
- Purchasing/procurement

Task 2 - Podcast

<https://www.bbc.co.uk/programmes/m001jl37>

What industry is being discussed in the podcast?

What are the traditional methods of recruitment?

What seems to be the new 'trend' in how businesses recruit? What is the future of recruitment?

Write down three interesting facts from the podcast.

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TASK 3

Create a Product Lifecycle for a product of your choice and then explain the extension strategies that the business uses to prevent the product from falling into decline.