

# Business (BTEC)

Exam Board: Pearson Edexcel

The study of BTEC National Award in Business will suit those students who enjoy practical work with a vocational context. It will introduce candidates to some of the skills, technical knowledge and understanding associated with Business at A Level as well as equipping them with some of the skills they will need to be successful in the workplace or in further education or training. The study programme places a greater emphasis on the acquisition of a full range of skills through the study of realistic business-based vocational contexts, including:

*Personal organisation and time-management; written and oral presentation skills; personal skills such as initiative, creativity and perseverance; interpersonal skills such as team-working, leadership and discussion; and cognitive skills such as problem solving, planning and decision making.*

The BTEC National in Business provide a wide range of practical assessments that will now include written externally examined tests and project work alongside the traditional school-set assignments.

The BTEC National in Business is available in two options, the **Extended Certificate and Diploma**. Both are studied over a two year period

## Summary of course content and assessment scheme

### Extended Certificate - equivalent to one A Level

The Extended Certificate is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide-range of higher education courses, not necessarily in business-related subjects. It is designed to be taken as part of a programme of study that included other A Levels or Vocational courses.

Qualification	Modules studied		Examinations/ Portfolio	GLA
BTEC National in Business Extended Certificate  3 mandatory units  Plus one optional unit  Over a two year period	1 <b>Exploring Business (Mandatory)</b>	Explores the features of different businesses and analyses what makes them successful Investigates how business are organised Examines the environments in which businesses operate Examines business markets Investigates the role and contribution of innovation and enterprise	Internally Assessed Assignment <i>What is it?</i> Students complete a series of tasks set in vocational scenarios	90 GLA
	2 <b>Developing a Marketing Campaign (Mandatory)</b>	This unit explores the different stages of the marketing campaign. It examines the marketing aims and objectives and considers the importance of appropriate research in relation to customer needs and wants. Learners are provided with a case study two weeks prior to the supervised assessment period in order to carry out research. Learners must complete a task that requires them to prepare the rationale for a marketing campaign.	Project task Externally Assessed by Pearson (BTEC) <i>What is it?</i> Students undertake a controlled assessment that draws on pre-released materials	90 GLA
	3 <b>Personal and Business Finance (Mandatory)</b>	This unit explores both personal and business finance. The examination is 2 hours in duration First assessment May/June 2017 Students will be allowed to re-sit	Written Examination Set and marked by Pearson (BTEC) <i>What is it?</i> Students are examined in test conditions	120 GLA
	4. <b>Optional Unit t.b.c.</b>	There are five optional choices: 1. Recruitment and selection 2. Investigating customer service 3. Market research 4. The English legal system 5. Work experience in business	Internally Assessed Assignment <i>What is it?</i> Students complete a series of tasks set in vocational scenarios	60 GLA

## Diploma - equivalent to two A Levels

The Diploma is designed to be a substantive part of a 16-19 programme for learners who want to progress into a business-related higher education course or to progress to a higher apprenticeship. This programme may include other A Levels and Vocational subjects.

Qualification	Modules studied (as Extended Certificate plus ...)		Examinations/ Portfolio	GLA
BTEC National in Business Diploma  6 mandatory units  Plus two optional units	<b>5. Managing an Event (Mandatory)</b>	Learners will: Explore the role of an event organiser Investigate the feasibility of a proposed event Develop a detailed plan for a business or social enterprise event Stage and manage a business or social enterprise event Reflect on the running of the event and evaluate own skills development.	Internally Assessed Coursework <u>What is it?</u> Students complete a series of tasks set in vocational scenarios	90 GLA
	<b>6. International Business (Mandatory)</b>	Learners will: In this unit you will: Explore the international context for business operations Investigate the international economic environment in which business operates Investigate the external factors that influence international businesses Investigate the cultural factors that influence international business Examine the strategic and operational approaches to developing international trade.	Internally Assessed Coursework <u>What is it?</u> Students complete a series of tasks set in vocational scenarios	90 GLA
	<b>7 Principles of Management (Mandatory)</b>	Students are provided with a case study two weeks before the supervised assessment period. 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 This is a written submission and will be externally marked.	Project task Externally Assessed by Pearson (BTEC) <u>What is it?</u> Students undertake a controlled assessment that draws on pre-released materials	120 GLA
	<b>8. Optional Unit t.b.c.</b>	A total of fifteen additional optional units are available including: Creative Promotion Investigating retail business Digital business Pitching for a new business Cost and management accounting	Internally Assessed Assignment <u>What is it?</u> Students complete a series of tasks set in vocational scenarios	60 GLA

## **Frequently asked questions**

### **How does the BTEC National in Business qualification work in practice?**

The course is split into 4 units (Extended Certificate) or 8 units (Diploma) studied over a 2 year period. There will be both internally and externally assessed units.

### **What GCSE grades do I need for BTEC National in Business?**

It is not critical that you have previously studied GCSE Business Studies; however, you must have at least 5 GCSEs at grade 5 and above.

### **What skills do I need to do well?**

In my opinion there are a number of qualities that are of particular importance in doing well when undertaking a BTEC National in Business course, these are:

The ability to set and meet coursework deadlines

The ability to enthusiastically research topics independently of arranged lessons

The enjoyment of practical work and external trips and visits

### **Is there lots of practical work?**

We will try to make the course as close to the real world of business as we can so we will look to incorporate guest speakers and site-visits into the programme so that students can experience, at first hand, the reality and challenges of running a business.

### **What type of text books will I need?**

The main text book is specifically designed by the exam board. For extra reading we would recommend that all Business students be prepared to undertake investigations using quality newspapers such as the Times, Sunday Times or Financial Times. Furthermore, there are many TV and radio programmes and web-sites such as [www.bized.ac.uk](http://www.bized.ac.uk) that cover, in depth, the topics that we will be studying in the units.

### **What benefits will studying Business bring in the future, particularly if I'm thinking of doing a Business related subject at university?**

The main advantages are:

- The high practical element of the course and the fact that most homework is focused on completing coursework may be a relief from essay writing or lots of note making from text books.
- You can excel by using cross over skills from other subjects. If you are good at Mathematics, English, Geography, Science or ICT - you will enjoy the challenge of BTEC National in Business.
- It equips students with some of the essential skills to be successful in the world of work either in a managerial role or when being managed.
- It will help you to achieve a competitive advantage in obtaining an interesting and challenging job should you not wish to continue onto further education.
- It will provide practical help if, at some time in the future, you plan to set up your own business venture.

***Tim Newton, Head Business and Economics***