

Roundwood Park School



KS5 BTEC National Level 3 Diploma in Business (RQF) (Pearson) &

KS5 BTEC National Level 3 Extended Certificate in Business (RQF) (Pearson)

The aims and objectives of BTEC Business are to:

- Give learners the knowledge, understanding and skills that underpin the business sector that will prepare them for further study or training in marketing, business environments, international business, management or finance.
- Provide opportunities to give learners practice in developing; employability skills, cognitive and problem-solving skills, intrapersonal and interpersonal skills
- Develop and value transferable skills; the ability to learn independently, the ability to research actively and methodically, being able to give presentations and being active group members, effective writing, analytical skills, creative development and preparation for assessment methods used in degrees

Rationale

The plan is based on:

- best use of teacher skills and experience, including industry experience
- maintain a balance between assessment types each year
- a logical order to ensure knowledge before synoptic units
- development of skills for the examination and for progression
- ability to issue assignments and resubmissions within BTEC rules and enable effective and timely internal verification

Course Overview BTEC Foundation Diploma (or fall back to Extended Certificate)

Year

12

Unit 1 Exploring
Business

Unit 2 Developing
a Marketing
Campaign

Unit 8:
Recruitment and
Selection process

13

Unit 3 Personal
and Business
Finance

Unit 19 Pitching a
Business

Unit 4 Managing
an Event

Year

12

Unit 1 Exploring Business

Unit 2 Developing a Marketing Campaign

Unit 3 Personal and Business Finance

Unit 6 Principles of Management

Unit 5 International Business











Unit 4 Managing an Event

Unit 19 Pitching a Business

Unit 8: Recruitment and Selection process

Unit 8: Recruitment and Selection process (Continued)

BTEC Super-Curricular

 <p>Complete this Quiz which tests you on the business news and events of the week</p> <p>Biz Quiz <i>Tutor2U – you will need to scroll to latest quiz</i></p>	 <p>Listen to this radio programme about how the marketing industry uses our sense of guilt to influence what we buy.</p> <p>Marketing: The Power of Shame <i>BBC Sounds</i></p>	 <p>Read articles about business in a challenging publication (Some currently free)</p> <p>The Economist Business section <i>The Economist</i></p>	 <p>Watch this talk which explores how targeting gender fails to drive businesses forward.</p> <p>Why gender-based marketing is bad for business <i>TED Talk – Gaby Barrios</i></p>
 <p>Listen to this podcast series from Business teachers about topics you study at ALevel and BTEC</p> <p>Business as Usual Podcast <i>Business as Usual Team</i></p>	 <p>Watch this documentary which explores the impacts on a factory when it is reopened by a Chinese company (Needs subscription or free trial)</p> <p>The American Factory <i>Netflix</i></p>	 <p>Listen to an Audiobook Biography about an entrepreneur (Audible currently offering free trial)</p> <p>Audible Business Leaders Biographies <i>Various Authors</i></p>	 <p>Watch this talk from a successful start-up founder, where he explains the surprising result of his research.</p> <p>The single biggest reason why start-ups succeed <i>TED Talk – Bill Gross</i></p>
 <p>Watch this video and read the information on how to avoid plagiarism</p> <p>Avoiding plagiarism <i>Raimo Streefkerk</i></p>	 <p>Download this software for recording sources online and citing them in word</p> <p>Zotero <i>Zotero</i></p>	<p><i>Suggestions to choose:</i> <i>Sophia Amoruso – Nasty Girl, Jack Ma – Alibaba, Mark Randolph – Netflix, Phil Knight – Nike and Anita Roddick – Body Shop.</i></p>	

BTEC Curriculum Plan

Note: due to the number of units, total qualification time, regular adaptation to learners, staff availability and complexity of the course it is not possible to match our other plans with the level of detail in what is taught. Please refer to the specification, assignments and assessment plan for these.

Specification can be found [here](#)

Assessment Plans and Assignments can be found on [MyBTEC](#)

Colour Key

Mandatory Introductory Internal Unit - 1		Mandatory Internal Synoptic Unit 4 5	
Mandatory External Unit 3 6		Optional Internal Unit 8 14	
Mandatory External Synoptic Unit 2			

Unit 1 - Exploring Business

Assessment – Unit Aspire Focus Plan and Question

<p>Learning aim A: Explore the features of different businesses and analyse what makes them successful</p> <p>A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications</p> <p>Learning aim B: Investigate how businesses are organised</p> <p>B1 Structure and organisation B2 Aims and objectives</p>	<p>Internal assessment</p> <p>Unit 1 Assignment 1</p>
<p>Learning aim C: Examine the environment in which businesses operate</p> <p>C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis</p> <p>Learning aim D: Examine business markets</p> <p>D1 Different market structures D2 Relationship between demand, supply and price D3 Pricing and output decisions</p>	<p>Unit 1 Assignment 2</p>
<p>Learning aim E: Investigate the role and contribution of innovation and enterprise to business success</p> <p>E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise</p>	<p>Unit 1 Assignment 3</p>

Unit 2 - Developing a Marketing Campaign

Learning aim A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign

A1 The Role of marketing

A2 Influences on marketing activity

Learning aim B: Using information to develop the rationale for a marketing campaign

B1 Purpose of researching information to identify the needs and wants of customers

B2 Market research methods and use

B3 Developing the rationale

Learning aim C: Planning and developing a marketing campaign

C1 Marketing campaign activity

C2 Marketing mix

C3 The Marketing campaign

C4 Appropriateness of marketing campaign

Assessment – Unit Aspire Focus Practise

External assessment

AO1 Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions

AO2 Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns

AO3 Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances

AO4 Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments

- Part A is released two weeks before Part B is scheduled for learners to carry out research.
- Part B a supervised three-hour assessment timetabled by Pearson.
- The assessment is set and marked by Pearson

Section A Personal Finance

Learning aim A: Understand the importance of managing personal finance

A1 Functions and role of money

A2 Different ways to pay

A3 Current accounts

A4 Managing personal finance

Learning aim B: Explore the personal finance sector

B1 Features of financial institutions

B2 Communicating with customers

B3 Consumer protection in relation to personal

B4 Information guidance and advice

Section B Business Finance

Learning aim C: Understand the purpose of accounting

C1 Purpose of accounting

C2 Types of income

C3 Types of expenditure

Learning aim C: Understand the purpose of accounting

C1 Purpose of accounting

C2 Types of income

C3 Types of expenditure

Learning aim D: Select and evaluate different sources of business finance

D1 Sources of finance

Learning aim E: Break-even and cash flow forecasts

E1 Cash flow forecasts

E2 Break-even analysis

External assessment

AO1 Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories.

Marks: ranges from 1 to 4 marks

AO2 Apply knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios. Marks: ranges from 2 to 12 marks

AO3 Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context.

Marks: ranges from 6 to 12 marks

AO4 Evaluate how financial information and data can be used, and interrelate, in order to justify.

Marks: ranges from 6 to 12 marks

- Written examination.
- 2 Hours.
- Marks for the examination is 80.
- Section A contains questions on the personal finance unit content and approximately one-third of the marks.
- Section B contains questions on the business finance unit content and approximately two-thirds of the marks.

Learning aim F: Complete statements of comprehensive income and financial position and evaluate a business's performance (Sole traders)

F1 Statement of comprehensive income

F2 Statement of financial position

F3 Measuring profitability Calculation, interpretation, analysis and evaluation

F4 Measuring liquidity Calculation, interpretation, analysis and evaluation

F5 Measuring efficiency Calculation, interpretation, analysis and evaluation

F6 Limitations of ratios

Unit 4 - Managing an Event	Assessment – Unit Aspire Focus Collaborate and Communicate
Learning aim A: Explore the role of an event organiser A1 Different tasks needed to be completed by an event organiser A2 Different skills needed by an effective event organiser A3 Common formats for skills audit collection	Internal assessment Unit 4 Assignment 1
Learning aim B: Investigate the feasibility of a proposed event B1 Different types of event, and the factors affecting success B2 Feasibility measures and critical success factors Learning aim C: Develop a detailed plan for a business, or social enterprise event C1 Event planning and the use of planning tools C2 Factors to be considered, including budgets, resources and contingency planning	Unit 4 Assignment 2
Learning aim D: Stage and manage a business or social enterprise event D1 Management of the event D2 Problem solving	Unit 4 Assignment 3

Unit 5 - International Business

Assessment – Unit Aspire Focus Perseverance

Learning aim A: Explore the international context for business operations

A1 International business

A2 Financing of international business

A3 Support for international business

Internal assessment

Learning aim B: Investigate the international economic environment in which business operates

B1 Globalisation

B2 International trading blocs

B3 Barriers to international business

Unit 5 Assignment 1

Learning aim C: Investigate the external factors that influence international businesses

C1 External influences

C2 International business support systems

Unit 5 Assignment 2

Learning aim D: Investigate the cultural factors that influence international businesses

D1 Cultural factors

D2 Impact of cultural factors

Learning aim E: Examine the strategic and operational approaches to developing international trade

E1 Strategies for operating internationally

E2 Resource considerations

Unit 5 Assignment 3

Unit 6 - Principles of Management	Assessment – Make Links
Learning aim A: The definitions and functions of management A1 Definitions of management and leadership A2 Functions of management and leadership A3 Business culture	<p>External assessment</p> <p>AO1 Demonstrate knowledge and understanding of management and leadership principles, concepts, key terms, functions and theories</p> <p>AO2 Apply knowledge and understanding of management and leadership issues to real-life business scenarios</p> <p>AO3 Analyse and evaluate management information and data, demonstrating the ability to interpret the potential impact and influence on business effectiveness in context</p> <p>AO4 Be able to recommend management and leadership proposals in context with appropriate justification, using a range of evidence to support arguments</p> <ul style="list-style-type: none"> • Part A is released one week before Part B • Part B a supervised assessment three-hour session timetabled by Pearson • The assessment is set and marked by Pearson <p>The number of marks for the unit is 88.</p>
Learning aim B: Management and leadership styles and skills B1 Management and leadership B2 Management and leadership skills	
Learning aim C: Managing human resources C1 Human resources C2 Human resource planning	
Learning aim D: Factors influencing management, motivation and performance of the workforce D1 Motivation in the workplace D2 Techniques to meet skills requirements D3 Training and development D4 Performance appraisal	
Learning aim E: Impact of change E1 Managing change	
Learning aim F: Quality management F1 Quality standards F2 Developing a quality culture F3 The techniques and tools of quality management F4 The importance and benefits of quality management	

Unit 8 - Recruitment and Selection Process		Assessment – Unit Aspire Focus Review and React
Learning aim A: Examine how effective recruitment and selection contribute to business success A1 Recruitment of staff A2 Recruitment and selection process A3 Ethical and legal considerations in the recruitment process		Internal assessment Unit 8 Assignment 1
Learning aim B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer B1 Job applications B2 Interviews and skills		Unit 8 Assignment 2
Learning aim C: Reflect on the recruitment and selection process and your individual performance C1 Review and evaluation C2 SWOT analysis and action plan		

Or/and (one of unit 8 or 14 to be taken on Extended Certificate, two of unit 8,14 or 19 to be taken on Diploma)

Unit 19 – Pitching a Business		Assessment – Unit Aspire Focus Think Creatively
Learning aim A: Explore potential ideas for a micro-business start-up A1 Exploration of ideas for a micro-business start-up A2 Models for business opportunities A3 Factors to be considered when setting up a micro-business		Internal assessment Unit 19 Assignment 1
Learning aim B: Develop a business plan for a viable micro-business start-up B1 Market analysis and planning B2 Legal aspects B3 Financial aspects B4 Evaluation		
Learning aim C: Carry out a pitch for funding for the chosen micro-business C1 Documents and materials for pitch to audience C2 Professional presentation skills demonstrated in the pitch C3 Review and evaluation of the pitch		Unit 19 Assignment 2