



**BTEC L3
BUSINESS**

COURSE STRUCTURE:

Title	Size and structure	Summary purpose
Pearson BTEC Level 3 National Certificate in Business	180 GLH (240 TQT) Equivalent in size to 0.5 of an A Level. 2 units, both mandatory, of which 1 is external. Mandatory content (100%). External assessment (50%).	The Certificate offers an introduction to a vocational sector through applied learning. For learners for whom an element of business would be complementary, the qualification supports progression to higher education when taken as part of a programme of study that includes other vocational or general qualifications.
Pearson BTEC Level 3 National Extended Certificate in Business	360 GLH (480 TQT) Equivalent in size to one A Level. 4 units of which 3 are mandatory and 2 are external. Mandatory content (83%). External assessment (58%).	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 includes other appropriate BTEC Nationals or A Levels.

COURSE STRUCTURE:

Title	Size and structure	Summary purpose
Pearson BTEC Level 3 National Diploma in Business	720 GLH (950 TQT) Equivalent in size to two A Levels. 8 units of which 6 are mandatory and 3 are external. Mandatory content (83%) External assessment (45%).	The Diploma is designed to be the substantive part of a 16–19 study programme for learners who want a strong core of sector study. This programme may include other BTEC Nationals or A Levels to support progression to higher education courses in business areas before entering employment. The additional qualification(s) studied allow learners either to give breadth to their study programme by choosing a contrasting subject, or to give it more focus by choosing a complementary subject. This qualification can also be used to progress to Higher Apprenticeships.
Pearson BTEC National Extended Diploma in Business	1080 GLH (1430 TQT) Equivalent in size to three A Levels. 13 units of which 7 are mandatory and 4 are external. Mandatory content (66%) External assessment (42%).	The Extended Diploma is a two-year, full-time course that meets entry requirements in its own right for learners who want to progress to higher education courses in business areas before entering employment. It can also support learners who want to progress directly to employment in job roles in business or business management and Higher Apprenticeships in the business sector.

UNITS OF STUDY:

Unit (number and title)	Unit size (GLH)	Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma (510 GLH)	Diploma (720 GLH)	Extended Diploma (1080 GLH)
1 Exploring Business	90	M	M	M	M	M
2 Developing a Marketing Campaign	90	M	M	M	M	M
3 Personal and Business Finance	120		M	M	M	M
4 Managing an Event	90			M	M	M
5 International Business	90				M	M
6 Principles of Management	120				M	M
7 Business Decision Making	120					M
8 Recruitment and Selection Process	60		O	O	O	O
9 Team Building in Business	60				O	O
10 Recording Financial Transactions	60			O	O	O
11 Final Accounts for Public Limited Companies	60				O	O
12 Financial Statements for Specific Businesses	60				O	O
13 Cost and Management Accounting	60			O	O	O
14 Investigating Customer Service	60		O	O	O	O
15 Investigating Retail Business	60				O	O
16 Visual Merchandising	60			O	O	O
17 Digital Marketing	60			O	O	O
18 Creative Promotion	60				O	O
19 Pitching for a New Business	60			O	O	O
20 Investigating Corporate Social Responsibility	60				O	O
21 Training and Development	60				O	O

TASK 1 – GROUPS OF 3/4:

Researching a business:

Choose from one of the following PLCs:

- Coca-cola
- McDonalds
- Toyota
- Apple
- Amazon

Find out:

- Mission/purpose/vision
- Aims and objectives
- Turnover (Sales revenue) last year
- Operating profit last year
- How many countries they operate in worldwide

UNIT 1: EXPLORING BUSINESS

LEVEL: 3

UNIT TYPE: INTERNAL

GUIDED LEARNING HOURS: 90

YOU WILL STUDY:

- 1. THE PURPOSES OF DIFFERENT BUSINESSES**
- 2. THEIR STRUCTURE**
- 3. THEIR EFFECT OF THE EXTERNAL ENVIRONMENT**
- 4. HOW THEY NEED TO BE DYNAMIC AND INNOVATIVE TO SURVIVE.**

Unit introduction

- 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
 - 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.

Assignment 1 - AAB

- A** Explore the features of different businesses and analyse what makes them successful
- B** Investigate how businesses are organised

Assignment 2 - CMW

- C** Examine the environment in which businesses operate
- D** Examine business markets

Assignment 3 - AAB

- E** Investigate the role and contribution of innovation and enterprise to business success.

Learning aim	Key content areas	Recommended assessment approach
A Explore the features of different businesses and analyse what makes them successful	A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications	A report that examines the features of a for-profit and a not-for-profit business, looking at how each is organised, how their structures enable achievement of their aims and objectives and the relationship and communication with stakeholders.
B Investigate how businesses are organised	B1 Structure and organisation B2 Aims and objectives	
C Examine the environment in which businesses operate	C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis	A report that examines the effects of the internal and external environment on a large business and how the business has, and will, respond to changes.
D Examine business markets	D1 Different market structure D2 Relationship between demand, supply and price D3 Pricing and output decisions	
E Investigate the role and contribution of innovation and enterprise to business success	E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation	A presentation that investigates the use of enterprise and innovation in an existing business.

LEARNING AIM C – THE BUSINESS OPERATING ENVIRONMENT

- P4 – Discuss the internal, external and competitive environment of a given business
- P5 – select a variety of techniques to undertake a situational analysis of a given business
- M3 – assess the effects of the business environment on a given business
- D2 - Evaluate the extent to which the business environment affects a given business, using a variety of situational analysis techniques

PESTLE – EXTERNAL ENVIRONMENT

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

POLITICAL

- Government support and intervention
- Membership of trading communities
- The EU
- The EEA
- The euro
- Free trade
- Tariffs and quotas

ECONOMIC

- Fiscal policy
- Monetary policy
- Economic growth
- Inflation
- Supply side policies
- Exchange rates

SOCIAL

- Attitudes to saving
- Spending and borrowing
- Social responsibility/ethics
- Socio-economic factors
- Demographic factors
- Consumer tastes/preferences

TECHNOLOGICAL

- Automation
- Robotics
- Improved communications
- E-commerce
- Internet access
- Mobile PC access
- Databases

LEGAL

- Business ownership laws
- Trading laws
- Competition laws
- Advertising laws
- Environmental laws
- Financial regulation
- Industry regulators, e.g. health and safety
- Importing/exporting laws
- EU laws

ENVIRONMENTAL

- Carbon emissions
- Waste
- Recycling
- Pollution
- Use of finite resources

SUMMER TASK:

- Form groups of 3 please
- Individually, research the business operating environment (using the PESTLE model), in which Toyota operates:
 - Within your group you should allocate two areas to each of the 3 members of your group as follows:
 - Person 1: Political and economic issues
 - Person 2: Social and technological issues
 - Person 3: Legal and environmental issues
- You only need to research the two topic, which have been allocated to you.
- After summer you need to bring back with you written, printed evidence of all research carried out ready to present your findings back to the rest of your group in September

ASSESSMENT TASK - SEPTEMBER:

1. In your groups, you should each present your findings from your summer task to your group members
2. Share with each other all written/printed evidence you have gathered
3. Individually, using this group research, prepare a report that:
 - Describes the Political, Economic, Social, Technological, Legal and Environmental issues that currently affect the environment in which Toyota operates
 - Discusses and analyses the effects of each of these areas upon Toyota
 - Evaluates how Toyota has reacted to these issues and to changes in the external business environment