

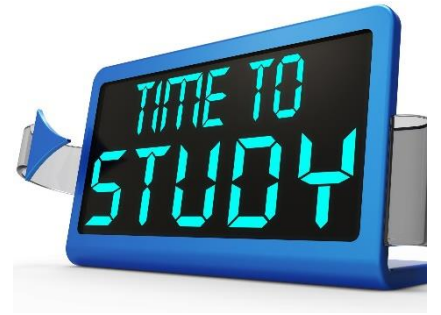
Welcome to BTEC Level 3 Business



What is BTEC Level 3 Business about?

- The qualification gives students the knowledge, understanding and skills that underpin the business sector to prepare them for further study or training at a higher level.
- The programme aims to provide students with an in depth understanding of the operations and structures of **businesses** and also to equip students with the skills required to succeed in employment or at university.
- <https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>





Who is this qualification for?

- The Pearson BTEC National Diploma in Business is intended to be an Applied General qualification for post16 students wanting to continue their education through **applied learning**.
- This qualification gives learners experience of the breadth and depth of the sector that will prepare them for further study or training. This includes the opportunity for learners to choose several topics from a selection of options reflecting the progression pathways in business.
- For students who aim to progress to higher education and ultimately to employment, probably in the business sector.
- The qualification is equivalent in size to 2 A levels.



What does the qualification cover?

- Everyone taking this qualification will study six mandatory units:

Unit 1: Exploring the Business Environment

Unit 2: Developing a Marketing Campaign

Unit 3: Personal and Business Finance

Unit 4: Managing an Event

Unit 5: International Business

Unit 6: Principles of Management

- Plus two optional units over two years

You will complete 8 units altogether over the two years

Mandatory and external units



- Each assessment is taken under specified conditions, then marked by Pearson and a grade awarded. The styles of external assessment used for qualifications in the Business suite are:
- examinations – all learners take the same assessment at the same time, normally with a written outcome
- set tasks – learners take the assessment during a defined window and demonstrate understanding through completion of a vocational task.
- The mandatory content allows you to concentrate on the development of your business skills over an extended period.

The externally assessed units for BTEC Level 3 Business are:

Unit 2: Developing a Marketing Campaign – set task and exam

Unit 3: Personal and Business Finance – exam

Unit 6: Principles of Management – set task and exam





Internally-assessed units

Most units are internally assessed through coursework. Learners could be given opportunities to:

- write up the findings of their own research
- use case studies to explore complex or unfamiliar situations
- carry out projects for which they have choice over the direction and outcomes
- demonstrate practical and technical skills using appropriate presentations and role plays



Grading and assessment



- Units are assessed using a grading scale of Distinction, Merit, Pass and Unclassified.
- All mandatory and optional units contribute proportionately to the overall qualification grade
- Qualifications on the course are graded using a scale of PP to D*D*. Learners must achieve all external units at pass grade or above.
- Learners must achieve all internal and external units at pass grade or above.



What skills and interests are needed to be successful in BTEC Business?



- The Personal and Business finance unit (3) educates the student about financial experiences and the issues of running up debt. As well this financial management is covered including cash flow, break even and a look at financial accounts
- The coursework element includes the opportunity to investigate through coursework various topics including comparisons and differences of various forms of business, looking at the recruitment and selection process of large organisations as well managing and staging an event.
- Unit 2 requires the students to analyse a marketing campaign aimed at a particular industry.
- In unit 6, the study of principles of management requires you to research and provide evidence to support proposed management solutions, and then to evaluate and justify your propositions, basing your responses on different case scenarios



What do BTEC Business students go on to do?

- There are many different career paths for those who wish to work within the business sector. The qualification provides the knowledge, understanding and skills that will prepare you for further study or training
- These include management, HR, finance, marketing and business information management, with the opportunity to work both in the UK and internationally.
- Apply for a good apprenticeship
- Continue to further study Business at university

