



BTEC Business at St. Wilfrid's



Course Name



BTEC Level 3 National Extended Certificate

Business Values and Lessons



BTEC'S at a glance



- ▶ Flexible unit based structures

- ▶ Knowledge applied in project based assessments.



- ▶ They focus on the holistic development of the practical, interpersonal and thinking skills required to be able to succeed in employment and higher education.

A word to learners



- ▶ Today's BTEC Nationals are demanding, as you would expect of the most respected applied learning qualification in the UK. You will have to complete a range of units, be organised, take some assessments that we will set and mark, and keep a portfolio of your assignments. But you can feel proud to achieve a BTEC because, whatever your plans in life – whether you decide to study further, go on to work or an apprenticeship, or set up your own business – your BTEC National will be your passport to success in the next stage of your life.

A word from Pearson exam board

- ▶ “When creating the BTEC Nationals in this suite, we worked with many employers, higher education providers, colleges and schools to ensure that their needs are met. Employers are looking for recruits with a thorough grounding in the latest industry requirements and work-ready skills such as teamwork. Higher education needs students who have experience of research, extended writing and meeting deadlines.”



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.



Structure of The Qualification

- ▶ 3 mandatory units;
- ▶ Unit 1: Exploring Business 90GLH (Internal)
- ▶ Unit 2: Developing a Marketing Campaign(90GLH)
External
- ▶ Unit 3: Personal and Business Finance 120 GLH (
External)
- ▶ 1 optional unit : Unit Recruitment and Selection
60 GLH



Year 12 Overview

BTEC Business

AUTUMN TERM

Unit 3: Finance

- ✓ **A01:** Demonstrate knowledge of Business and Personal Finance principles.
- ✓ **A02:** Understand key accountancy processes
- ✓ **A03:** Analyse business and personal finance information.
- ✓ **A04:** Evaluate and justify in given personal and business scenarios.

SPRING TERM

Unit 3 - end of January Unit 2 Feb onwards

Jan – Feb –

- ✓ **Learning Aim:** Exam Rubrix

Feb – May: Unit 2: Develop A market Campaign

- ✓ **Learning Aim A:** Produce a marketing campaign for a given business.

SUMMER TERM

Unit 1: Exploring Business

- ✓ **Learning Aim E:** Investigate the role and contribution of innovation and enterprise to business success.

Curriculum Overview

Unit 3 is one of the externally assessed exam, worth 33.33% of the overall marks and students will sit in the January of Year 12. In this unit learners will explore both personal and business finance. Learners will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

Unit 2 is the other externally assessed unit and learners will learn key marketing concepts and gain an insight into how important marketing is to business.



Year13 Overview: BTEC Business

AUTUMN TERM

Unit 1: Exploring Business

- ✓ **Learning Aim A:** Explore the features of different businesses and analyse what makes them successful
- ✓ **Learning Aim B :** Investigate how businesses are organised
- ✓ **Learning Aim C:** Examine the environment in which businesses operate

SPRING TERM

Unit 1: Exploring Business Cont'd Unit 8: Recruitment and Selection

- ✓ **Learning Aim D:** Examine Business Markets
- Unit 8:**
 - ✓ **Learning Aim A:** Examine how effective recruitment and selection contribute to business success.

SUMMER TERM

Unit 8: Recruitment and Selection

- ✓ **Learning Aim B:** Undertake a recruitment activity to demonstrate the processes leading to a successful job offer.
- ✓ **Learning Aim C:** Reflect on the recruitment and selection process and your individual performance .

Curriculum Overview

Unit 1 is one of the internally assessed units whereby students will be expected to work independently on assignments. In this unit learners will gain an overview of the key ingredients for business success, how business are organised, and how they communicate.

Unit 8 is the final unit of the course, it is also internally assessed and will give students a foundation for progression to employment through undertaking recruitment activities that will help develop the skills needed as part of a job application process



Pearson BTEC Level 3 National Extended Certificate in Business

Mandatory units

There are 3 mandatory units that learners must complete, 1 internal and 2 external. Learners must complete and achieve at pass grade or above for all these units.

Optional units

Learners must complete at least 1 optional unit.

Pearson BTEC Level 3 National Extended Certificate in Business				
Unit number	Unit title	GLH	Type	How assessed
	Mandatory units – learners complete and achieve all units			
1	Exploring Business	90	Mandatory	Internal
2	Developing a Marketing Campaign	90	Mandatory Synoptic	External
3	Personal and Business Finance	120	Mandatory	External
	Optional units – learners complete 1 unit			
8	Recruitment and Selection Process	60	Optional	Internal
14	Investigating Customer Service	60	Optional	Internal
22	Market Research	60	Optional	Internal
23	The English Legal System	60	Optional	Internal
27	Work Experience in Business	60	Optional	Internal

UCAS Points

▶ D*	A*	56
▶ D	A	48
▶ M	C	32
▶ P	E	16

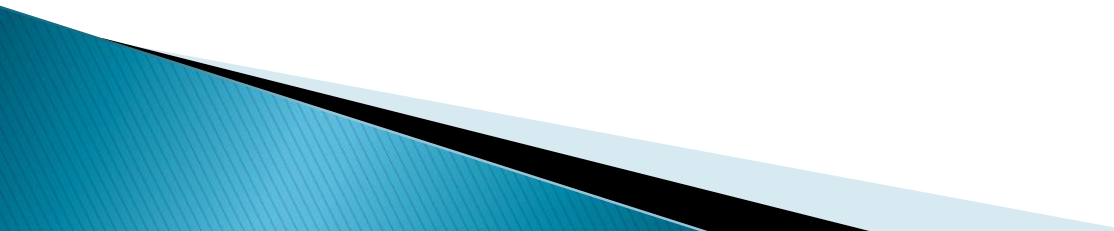


Assessment

So as you can see from the previous slides there are two external assessments.

One is in the form of an examination (Finance). The other is assessed via a set task whereby you will be given material in advance and then asked to sit a set task during a defined window. (Developing a marketing campaign).

You must pass both of these units in order to pass the course. You will be given the opportunity to resit the assessments once.

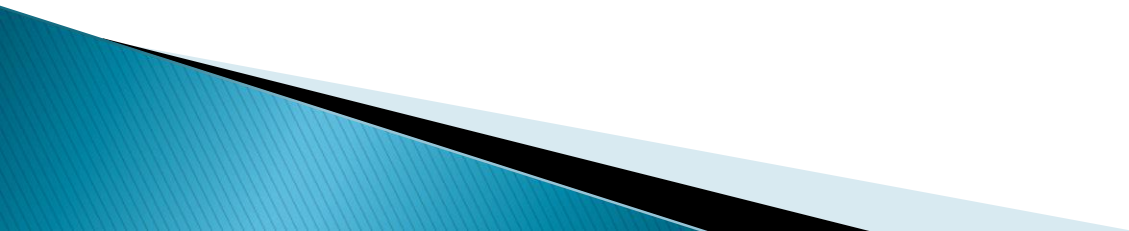


Assessment

- ▶ The two internal units (can you remember what they are ?)

Hint.. One is mandatory and one optional.....

These will be assessed internally and will be in the form of scenario based assignments.

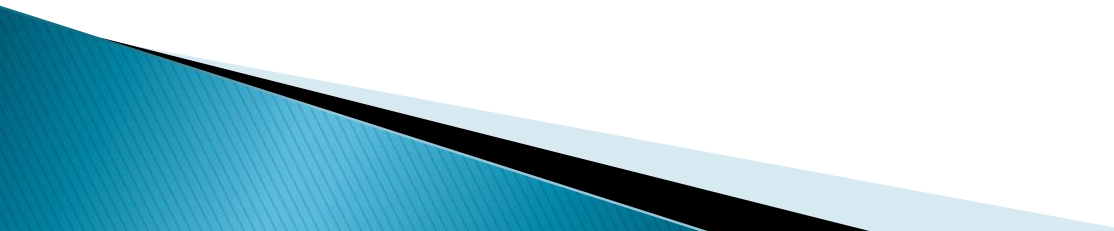


External assessment

This is a summary of the type and availability of external assessment, which is 58% of the total qualification GLH. See *Section 5* and the units and sample assessment materials for more information.

Unit	Type	Availability
Unit 2: Developing a Marketing Campaign	<ul style="list-style-type: none">• A task set and marked by Pearson and completed under supervised conditions.• Learners will be given a context two weeks before a supervised assessment period in order to carry out research.• The supervised assessment period is undertaken in a single session of three hours.• Submission completed using a computer.• 70 marks.	Dec/Jan and May/June First assessment May/June 2017
Unit 3: Personal and Business Finance	<ul style="list-style-type: none">• Written examination set by Pearson.• 2 hours.• 100 marks.	Jan and May/June First assessment: May/June 2017

Skills development

- ▶ **Cognitive and problem-solving skills:** use critical thinking, approach non-routine problems applying expert and creative solutions, use systems and technology •
 - ▶ **Intrapersonal skills:** communicating, working collaboratively, negotiating and influencing, self-presentation
 - ▶ **Interpersonal skills:** self-management, adaptability and resilience, self-monitoring and development.
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Preparation for Uni

The transferable skills that universities value include:

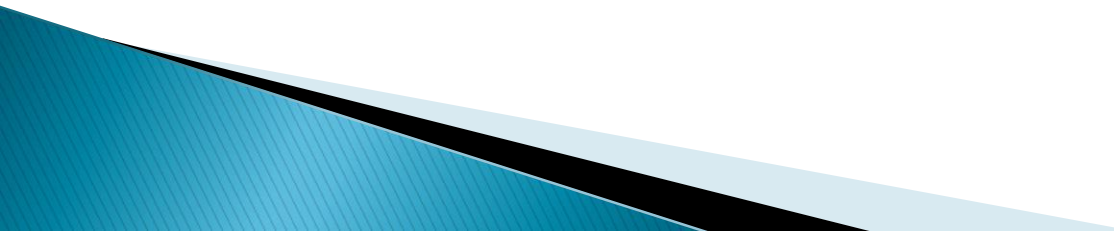
- ▶ The ability to learn independently
- ▶ The ability to research actively and methodically
- ▶ To be able to give presentations and be active group members.



More on preparing for uni

- ▶ BTEC learners can also benefit from opportunities for deep learning where they are able to make connections among units and select areas of interest for detailed study. BTEC Nationals provide a vocational context in which learners can develop the knowledge and skills required for particular degree courses, including:
 - ▶ • effective writing
 - ▶ • analytical skills
 - ▶ • creative development preparation for assessment methods used in degrees.
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Career Progression – Further Study

- ▶ Many of our students move on to study Business or economics related courses at degree level.
 - ▶ Some students chose to study a higher level apprenticeship in areas such as marketing or finance.
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Career progression – Job Roles



Enrichment Opportunities

- ▶ Students taking part in a Dragons Den Style Competition in February 2020:



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Enrichment Opportunities

- ▶ For the past two years our business students have attended Teeside University and took part in business workshops and found out more about studying Business at university.

State of the art
facilities at Teeside
University



Enrichment Opportunities – Guest Speakers

- ▶ As a department we always seek opportunities to invite industry specialists.
- ▶ Last year we were lucky to have Gavin Harrison from The Bank of England. Students learnt all about their role. They even got to keep some shredded bank notes.



A useful website

▶ <https://www.tutor2u.net/business>

This website is a great place to get free business resources and watch videos on key business concepts. It is worthwhile creating a tutor 2u account ahead of starting the course so you can access their great resources and activities.

Another useful website

<http://www.beebusinessbee.co.uk/index.php/contact-me/14-site-content/69-free-business-studies-resources-for-students-and-teachers>

Here you will find a collection of Business Studies resources that if your a student should help with your knowledge or revision

As well as the extensive collection of Business Studies resources found online here on the BeeBusinessBee.co.uk website we also have some excellent video resources on our [BeeBusinessBee YouTube Channel](#). In addition to all of this the [@beebusinessbee Twitter page](#) provides Business updates on a regular basis. These are all resources created by a teacher and used in the classroom, something that isn't always the case with all online providers of Business resources.



Need any further help/advice?

- ▶ Contact Mrs McKenzie, Head of Business Studies; fmckenzie@st-wilfrids.org

