

Summer Assignment for BTEC Level 3 Nationals in Business

Deadline for Independent Learning Activity: Friday 14th September 2018 (scroll to bottom)

Exam Board: Pearson BTEC Level 3 Extended Certificate in Business

Website Link: <https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html#tab-1>

Link to full specification: https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/9781446938218_BTECNationals_Bus_ExCert_Spec_Iss3C.pdf

Qualification Overview

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.
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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 and 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

(We will select the optional unit during your year 12 year of study)

Unit 1 – Exploring Business (Internally Assessed)

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
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
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

Unit 2 – Developing a marketing campaign (Externally Assessed)

Summary of assessment

This unit is assessed under supervised conditions. Part A is released two weeks before Part B is scheduled for learners to carry out research. Part B is a supervised assessment of three hours taken in a single session during the two-day period timetabled by Pearson. The assessment is set and marked by Pearson.

The number of marks for the unit is 70.

The assessment availability is twice a year in December/January and May/June. The first assessment is available in May/June 2017.

Sample assessment materials will be available to help centres prepare learners for assessment.

Assessment outcomes

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

Unit 3 – Personal and Business Finance (Externally Assessed)

Summary of assessment

This unit is assessed by a written examination set by Pearson.

The examination will be two hours in length.

The number of marks for the examination is 100. (Section A contains questions on the personal finance unit content and approximately one-third of the marks, and Section B contains questions on the business finance unit content and approximately two-thirds of the marks).

The assessment availability is twice a year in January and May/June. The first assessment is available in June 2017.

Sample assessment materials will be available to help centres prepare learners for assessment.

Assessment outcomes

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

Command words: describe, explain, give, identify, outline

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

Command words: analyse, assess, calculate, describe, discuss, evaluate, explain

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

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

AO4 Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

Reading List:

Course Textbook

BTEC Nationals Business Student Book 1 + Activebook @ £27 – ISBN: 9781292126241

Includes all four units covered in the extended certificate qualification

Revision Workbook – Unit 1 and 2 (Examined Units)

Revise BTEC National Business Revision Workbook @£10.99 – ISBN: 9781292150116

Revision Guide – Unit 1 and 2 (Examined Units)

Revise BTEC National Business Units 1 and 2 Revision Guide @£12.99 – ISBN: 9781292230566

Independent Learning Activity:

Deadline: Friday 14th September 2018

Introduction:

It is extremely important that over the next two years of your course that you become familiar with real business activity within your local, national and international environment.

In order for you to start this mission, you are expected to do the following over the summer holidays and hand in during your first week of lessons:

1. Find two differering companies in the local area and complete research into them. You should aim to find out the following.
 - a. Give an overview of the business – what does it sell? Who is the target audience? Who are the main competitors?
 - b. Ownership type (sole trader, partnership, social enterprise, limited company)
 - c. The advantages and disadvantages of the ownership type
 - d. In your opinion what the business could do to improve

This information should be presented as a business profile, which can be done as a poster with all the information in bulleted form. Or you could write a report on the 2 different companies.

2. You need to collect THREE business news articles over the summer. State the date and paper they are taken from. You then need to highlight 3 key business terms for the articles that you do not understand find out what they mean, and then summarise the article as if writing it for a year 9 student.

Contact Information:

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