

## **BTEC Business Diploma (Level 3)** Equivalent to 2 A Levels

**Examination Board:** Pearson

**Entry Requirements:** GCSE Grade 4 in English and Maths.

### **Why study BTEC Business?**

The Pearson BTEC Level 3 National Diploma in Business is an Applied General qualification. It is for Post-16 learners who want to continue their education through applied learning and who aim to progress to higher education and ultimately to employment in the business sector.

### **Course Content:**

#### YEAR 12

#### **Unit 1: Exploring Business (90 guided learning hours)**

In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

#### **Unit 2: Developing a Marketing Campaign (90 guided learning hours)**

In this unit learners will gain skills relating to and an understanding of how a marketing campaign is developed.

#### **Unit 4: Managing an Event (60 guided learning hours)**

Learners will work as part of a small group to plan, co-ordinate and manage a business or social enterprise event and evaluate the skills gained.

#### **Unit 8: Recruitment and Selection Process (60 guided learning hours)**

Learners explore how the recruitment process is carried out in a business. The unit gives them the opportunity to participate in selection interviews and review their performance.

#### YEAR 13 (teaching will begin towards the end of Year 12)

#### **Unit 3: Personal and Business Finance (120 guided learning hours)**

Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.

#### **Unit 5: International Business (90 guided learning hours)**

Learners study how UK businesses develop strategies to trade globally. Learners will also consider the factors that influence the implementation of these strategies.

#### **Unit 6: Principles of Management (120 guided learning hours)**

This unit enables learners to understand how the role of management and leadership in the workplace contributes towards business success.

#### **Unit 22: Market Research (60 guided learning hours)**

Learners examine the different aspects of market research used by businesses. They will undertake a research project, interpret their findings and provide a report.

### **Assessment:**

Unit 1: Assignment - Set and marked internally

Unit 2: Task - Set and marked by Pearson

Unit 3: Written Exam - Set and marked by Pearson

Unit 4: Assignment - Set and marked internally

Unit 5: Assignment - Set and marked internally

Unit 6: Task - Set and marked by Pearson

Unit 8: Assignment - Set and marked internally

Unit 22: Assignment - Set and marked internally

**Further Course Information:**

Please watch the video located at:

<http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>