

Pearson BTEC Level 3
National Diploma in Business

Ursuline High School



Student Name:

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Introduction to BTEC specification

Pearson BTEC Level 3 National Diploma in Business is a two year course starting in September 2016. This course is equivalent in size to two A Levels and has 720 guided learning hours. This course comprises of 8 units of which 6 are mandatory and 3 are external. Mandatory content (83%) and External assessment (45%). Units 2 (Developing a Marketing Campaign), 3 (Personal and Business Finance) and unit 6 (Principles of Marketing) are all externally assessed.

Structures of the qualifications at a glance

This table shows all the units and the qualifications to which they contribute. The full structure for this Pearson BTEC Level 3 National in Business is shown in Section 2. You must refer to the full structure to select units and plan your programme.

Key

Unit assessed externally
 M Mandatory units
 0 Optional units

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		0	0	0	0
9 Team Building in Business	60				0	0
10 Recording Financial Transactions	60			0	0	0
11 Final Accounts for Public Limited Companies	60				0	0
12 Financial Statements for Specific Businesses	60				0	0
13 Cost and Management Accounting	60			0	0	0
14 Investigating Customer Service	60		0	0	0	0
15 Investigating Retail Business	60				0	0
16 Visual Merchandising	60			0	0	0
17 Digital Marketing	60			0	0	0
18 Creative Promotion	60				0	0
19 Pitching for a New Business	60			0	0	0
20 Investigating Corporate Social Responsibility	60				0	0
21 Training and Development	60				0	0

Why study BTEC Business and pathways for careers

Managing resources

BTEC Nationals have always required applied learning that brings together knowledge and understanding (the cognitive domain) with practical and technical skills (the psychomotor domain). This is achieved through learners performing vocational tasks that encourage the development of appropriate vocational behaviours (the affective domain) and transferable skills. Transferable skills are those such as communication, teamwork, research and analysis, which are valued in both higher education and the workplace.

You are assessed using a variety of styles to help you develop a broad range of transferable skills. Opportunities are given to:

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

How does the qualification provide employability skills?

In the BTEC National units there are opportunities during the teaching and learning phase to give students practice in developing employability skills. The three main categories are:

- **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.

What could this qualification lead to?

Students who have completed this qualification may progress to further learning at Level 3, for example a larger-size BTEC National in the business sector. The qualification carries UCAS points and is recognised by higher education providers as contributing to meeting admission requirements to many relevant courses if taken alongside other Level 3 qualifications as part of a programme of learning. Depending on the other qualifications learners have taken, you can progress to a degree programme from a range of programmes in the business sector. Progression can be direct to an honours degree or to a Higher National, a Foundation Degree, or a Higher Apprenticeship.

Where will success take me?

BTEC Business is a versatile subject that can help you in a number of careers. Not only could you find yourself working for big corporations, banks or the government but your qualification in Business could also be valuable support in several other careers e.g. marketing, finance, voluntary sector.

1. Required Knowledge and skills

Required knowledge

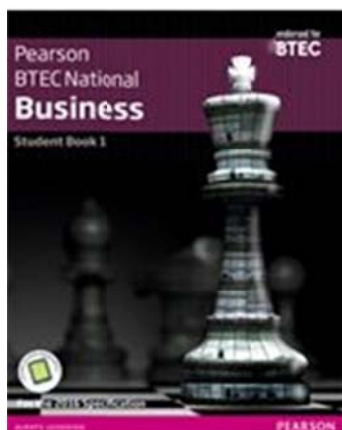
In year one you'll focus on business environments marketing and budgeting. This will include both internal and external assessment in the form of assignments and a finance exam. You will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and 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.

Skills

BTEC Business helps develop a number of personal skills:

- Research
- Analysis and evaluation
- Communication
- Working with others to discuss Business issues and solve ebusiness problems.

Book, Newspaper & Magazine Recommendations



BTEC Nationals Business Student Book 1 + Activebook

Publisher: Pearson

Author: Jenny Phillips, Helen Coupland-Smith, Catherine Richards, Julie Smith, Ann Summerscales

ISBN: 9781292126241

- Written by an expert author team of BTEC teachers and business professionals so you can be sure the content is reliable, relevant and of the highest quality...

- **Student Book 2** provides a range of optional units and all the extra mandatory units required support learners studying for the Diploma or Extended Diploma.
- **Student Books** are accompanied by an **ActiveBook** (a digital version of the Student Book) - an easy way for you to personalise your learning as you progress through the course, and perfect for revision and reinforcement of key skills.
- Kindle editions of the Student Books are also available, providing an additional choice of formats to help meet each learner's needs.

Each Student Book and ActiveBook has clearly laid out pages with a range of supportive features to aid learning and teaching:

- **Getting to know your unit** sections ensure learners understand the grading criteria and unit requirements.
- **Getting ready for assessment** sections focus on preparation for external assessment with guidance for learners on what to expect. Hints and tips will help them prepare for assessment and sample answers are provided for a range of question types including, short and long answer questions, all with a supporting commentary.
- **Pause point** features provide opportunities for learners to self-evaluate their learning at regular intervals. Each Pause Point feature gives learners a Hint or Extend option to either revisit and reinforce the topic or encourage independent research or further study skills.
- **Case study and Theory into practice** features enable development of problem-solving skills and place the theory into real-life situations learners could encounter.
- **Assessment practice** features provide scaffolded assessment practice activities that help prepare learners for assessment. Within each assessment practice activity, a Plan, Do and Review section supports learners' formative assessment by making sure they fully understand what they are being asked to do, what their goals are and how to evaluate the task and consider how they could improve.
- Dedicated **Think future** pages provide case studies from the industry, with a focus on aspects of skills development that can be put into practice in a real work environment and further study.

A good quality newspaper (Particularly the business section) such as; The Guardian, The Times, The Telegraph, The Independent for a more concise read.

Movie / Video Clip Recommendations

- Tutor2u video clips (online)
- BBC Business learning zone
- Youtube- there is numerous documentaries on Youtube. Search 'BTEC Business documentary' and you will find a plethora of them to watch and gain further knowledge

Independent learning (online resources and TV programmes to watch)

Online resources

Area	Description	Weblink
Annual reports service	Order free annual reports from the Financial Times. Often useful to illustrate issues regarding strategy, the role of directors, factors that affect performance of the business. Shows the different ways organizations present themselves whilst also highlighting the reporting responsibilities of public companies – you might be surprised by how much data there is in these.	http://ftcom.ar.wilink.com/asp/P002_search_ENG.asp
Bank of England	A good site that explains: what the Bank of England does and what is meant by monetary policy and the links between interest rates and inflation. Useful for Unit 4.	http://www.bankofengland.co.uk/
BBC News	A superb resource and one of the best starting points to find resources.	http://news.bbc.co.uk/1/hi/business/
Competition Commission	The Competition Commission is an independent public body that conducts in-depth inquiries into mergers, markets and the regulation of the major regulated industries. You can see what it is currently investigating on its current inquiries section.	http://www.competition-commission.org.uk/
European Union	The official site for information on the European Union.	http://europa.eu/
Fortune	Website of the famous magazine that includes the top 500 companies in the world, the most powerful business people and the 100 best companies to work for.	http://money.cnn.com/magazines/fortune/
Federation of Small Businesses	The organisation that represents many small businesses in the UK. The site has information on the issues currently concerning small business owners.	http://www.fsb.org.uk/
Statistics	Free access to data produced by the Office for National Statistics and government departments. Everything from baby names, productivity, employment, inflation, share ownership and how people spend their time.	http://www.statistics.gov.uk/
Statistics (how to make)	Stats4schools is about helping you to get more from statistics. There are datasets that	http://www.stats4schools.gov.uk/

sense of)	can be downloaded and included in your projects, free of charge.	
Tom Peters	Access the website of this expert on business management practices.	http://www.tompeters.com/
Times 100	A resource centre for business studies and Economics students. The material is centred on well-known businesses covers all the key topic areas. Case studies, theory, quizzes, company information links (taking you to specific sections of the featured company website), etc..	http://www.thetimes100.co.uk
Tutor2u	Excellent website. Offers free student resources including revision notes and quizzes.	http://www.tutor2u.net/
You Tube	Online videos - always worth searching for a clip on the topic you are studying.	http://www.youtube.com/
Bank of England	A good site that explains: what the Bank of England does and what is meant by monetary policy and the links between interest rates and inflation. Useful for Unit 4.	http://www.bankofengland.co.uk/
BBC News	A superb resource and one of the best starting points to find resources.	http://news.bbc.co.uk/1/hi/business/
British Franchise Association	"The British Franchise Association is the voluntary self-regulating governing body for franchising." This site features useful information on awards and case studies. Helpful for Unit 1.	http://www.thebfa.org/ http://www.thebfa.org/casestudies.asp
Business in the Community	"Business in the Community is a membership of companies with the leadership to translate corporate values and commitments into mainstream management practice. These companies measure and report on progress and illustrate the action being taken to improve the impact of their operations, products and services on society and the environment." This website has useful case studies and statistics.	www.bitc.org.uk

Television

Programme	Channel	Description	Website
Various	The Business Channel	Great resource if you have access to Sky channel 547. Good range of programmes from documentaries, biographies and series.	www.thebusinesschannel.com
BBC News	BBC	News from the UK and around the world	bbc.co.uk/iplayer
World Business News	BBC World	International news	bbc.co.uk/iplayer
World Business Reports	BBC news	Latest business news, with reports from Singapore, Frankfurt, London and New York.	bbc.co.uk/iplayer
The Money Programme	BBC 2	30 minutes programme on current business issues	bbc.co.uk/iplayer
Panorama	BBC 1	current affairs journalism	bbc.co.uk/iplayer

Research activities

Unit 3: Personal and Business Finance is an externally assessed unit Failure to pass this unit would mean you **will not** achieve the full award

Investigate the following:

Give **two** features of a premium current account.

Describe the role of the Financial Ombudsman Service.

Explain **two** benefits of pre-paid credit cards of the type used when on holiday.

Household debt is at its highest level in a decade. Many families are struggling to pay back money they have borrowed. Shekemi has recently taken out a loan for a new car but is worried that she might not be able to keep up the repayments.

- Discuss why it is important for Shekemi to avoid getting into unmanageable debt.

Over the last 5 years, interest rates have been at a consistently low level. More savers are looking to alternative methods of saving.

- Assess the use of Premium Bonds as a method of saving.

Nick has asked for advice on opening a current account.

Nick has gained a place at university, starting in September. Nick's home is 100 miles away, so he will need to live in university accommodation. He currently works part-time at McDonald's and has managed to save over £2,000. His student loan and these savings will be used to pay for his accommodation. Nick has been able to transfer his job to a McDonald's near the university but won't be able to start working there until December. He is concerned about the costs of starting university, such as rent and textbooks for his course, and realises that he may need to borrow money until his job starts. He likes to socialise and is not keen on cooking his own food.

This table gives information on student current accounts from different banks.

Summary of current accounts for students					
Provider	Credit interest	Interest free overdraft	Additional overdraft	Unauthorised overdraft	Incentives
HSBC	0%	Up to £3,000	N/A	Fixed penalty between £25 and £150	£60 Amazon voucher £70 off a Kindle Fire
Lloyds	2% up to £1,000	Up to £1,500	8.21%	£5 daily charge	Free NUS Extra discount card
Natwest	0%	Up to £1,500	N/A	N/A	Tastecard – 50% off food at certain restaurants
Santander	3% up to £3,000	Up to £2,000	N/A	£5 per day	Free four-year 16–25 Railcard

Evaluate which student current account would be most suitable for Nick.

Connor's business

Connor has recently taken over the family cheese-making business after his mum decided to retire. The business has been very successful recently and has been featured on several 'real food' programmes on television as well as securing a two-year deal with a national supermarket chain. Connor is looking to expand the business. You have been hired by Connor to help with the financial side of the business and to take the lead on the expansion. Businesses such as Connor's will have assets.

-Identify **two** types of intangible non-current assets.

-Outline what is meant by 'capital income'.

Connor has given you his gross profit figure of £613,843 but having carried out a stocktake you notice his closing inventories figure has changed from £48,794 to £49,102.

(a) Calculate Connor's new gross profit figure.

Connor's business	
Closing inventories	£48,794
Opening inventories	£36,325
Sales revenue	£950,347
Purchases	£348,973
Gross profit	£613,843

(b) Calculate the inventory turnover.

Connor has given you the rest of the figures for the statement of comprehensive income.

Income statement	
Wages	£84,327
Electricity	£43,272
Other expenses	£108,333
Motor vehicle at cost	£18,000
Depreciation: motor vehicle	£11,000

However, when you check his figures you notice that he has missed the following information:

electricity of £858 is outstanding
wages of £1,211 have been paid in advance

the motor vehicle is to be depreciated by 15% using the reducing balance method.

Using your gross profit figure from part (a), calculate Connor's profit or loss for

the year.

Calculate the new net book value for the motor vehicle.

Connor has worked out the following figures for the new cheeses he is going to sell. He estimates that the factory can produce 20,000 specialist cheeses a month, with a selling price of £3.50 each. He expects the machinery running costs to be £60,000 per annum, staff salaries to be £72,000 per annum and raw materials to cost £30,000 a month.

-Calculate the margin of safety.

-Calculate how many months it will take to reach the break-even point.

Connor has decided to go ahead with the new cheeses and has been looking at the traditional ways of raising the necessary capital. He is also interested in looking at new ways of raising capital and the possibility of using crowdfunding.

-Discuss the benefits of crowd-funding to a business such as Connor's.

Connor is concerned that the business is experiencing cash-flow problems. He is worried that the bank overdraft is getting bigger every month.

- Analyse the effect of a negative bank balance on a business such as Connor's.

Connor is considering encouraging customers to pay their bills more quickly by offering a discount. He has also looked at debt factoring as a way of getting money into the business more quickly.

- Assess the use of early payment discounting and debt factoring in improving Connor's cash flow.

Connor has collated the following financial ratios. He is unsure if his business is improving.

Financial ratios		
	Year 1	Year 2
Gross profit margin	52%	64%
Profit margin	10%	12%
Return on capital employed	2%	4%
Current ratio	1.98 : 1	1.73 : 1
Liquid capital ratio	0.94 : 1	0.83 : 1
Trade receivable days	32 days	42 days
Trade payable days	38 days	30 days

Connor feels his business has been improving over the years, shown by a large increase in revenue.

-Evaluate Connor's financial position using the data in the table of financial ratios.

Summer Activities

You are 28 years old and have come to the decision that you would like to start up your own business. After receiving a degree you spent the next 6 years working in the city. During that time you managed to save up £50,000 which you are considering using to start-up your business.

Present your business idea in the form of a report and describe how you will identify your target market. The initial business idea must be suitable for self-employment

The presentation must cover:

1. A full description of your business idea. Include the following:
 - Your chosen business **type** and the reason for selection.
 - Your aims and objectives for the business
 - Your unique selling point
 - Reasons for the potential need or demand of the new business
 - Details of the competitive edge you will have
 - How you intend to balance your personal and business needs
 - Potential profitability
 - All external influences-Political, Economic, Social, Technological' Legal and Environmental (PESTLE) that impact on your business idea.
 - How the business planning will help you ensure your success

Websites

www.bized.co.uk

Business education resources with case studies, simulations and worksheets

www.businesscasestudies.co.uk

The Times 100 has business case studies. The site also has a selection of theory notes aimed at learners

www.gov.uk

The government portal for government departments and policies

www.mindtools.com/CommSkill/WritingSkills.htm

Tips on how to develop good communication skills.

www.tutor2U.com This site provides resources and revision materials. There are also links

to other sources of information
Planning Your Business - RBC Royal Bank
HSBC Knowledge Centre : Writing a business plan

ideas for Day Trips

Trips out are a vital part of learning about Business and it is hoped to run a number of trips this year and the next to help capitalise on your learning in class and see it in the workplace.

In the past trips have been run to New York and China and also there have been many trips into London to see places such as the financial district located in Canary Wharf.

