


## BTEC EXTENDED CERTIFICATE IN BUSINESS

Unit content	Unit assessment
<p><b>Qualification structure;</b></p> <p><b>Mandatory units;</b></p> <p>There are 3 mandatory units that learners must complete, 1 internal and 2 external.</p> <p><b>Optional units;</b></p> <p>Learners must complete at least 1 optional unit.</p>	<p>Exam Board: Pearson / Edexcel</p> <p>Equivalent in size to one A Level.</p> <p>4 units of which 3 are mandatory , 1 optional</p> <p>Mandatory content (83%).</p> <p>External assessment (58%).</p>
<p><i>Mandatory Units</i></p> <p><b>Unit 1 - Exploring Business</b></p> <p>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.</p>	<p>Internal</p>
<p><b>Unit 2 - Developing a Marketing Campaign</b></p> <p>A task set and marked by Pearson and completed under supervised conditions.</p> <p>Learners will be provided with a case study two weeks before a supervised assessment period in order to carry out research.</p> <p>The supervised assessment period is a maximum of three hours and can be arranged over a number of sessions in a period timetabled by Pearson.</p>	<p>External</p> <p>Written submission.</p> <p>70 marks.</p>

## BTEC EXTENDED CERTIFICATE IN BUSINESS

Unit content	Unit assessment
<p><b>Unit 3 - Personal and Business Finance</b></p> <p>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</p>	<p>External</p> <p>Written examination set by Pearson.</p> <p>2 hours.</p> <p>80 marks.</p>
<p><b>Unit 8 – The Recruitment and Selection Process</b></p> <p>Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews and review their performance</p>	<p>Internal</p>

## BTEC EXTENDED CERTIFICATE IN BUSINESS

BTEC Business Extended Certificate Delivery Plan 2019/2021 YEAR 12-13					
Programme Title	Pearson BTEC Level 3 National Extended Certificate in Business (360 GLH) 601/7159/5				
Year 12					
Unit No & Title	Assignment Title/Learning Aim	Key Content	Assessment Approach	Planned Delivery Months	
Unit 1 - Exploring Business	<b>A:</b> Explore the features of different businesses and analyse what makes them successful <b>B:</b> Investigate how businesses are organised	Features of businesses Stakeholders and their influence Effective business communications Structure and organisation Aims and objectives	A report that examines the features of a for-profit and a not-for-profit business, looking at how each is organised, how their structures enable achievement of their aims and objectives and the relationship and communication with stakeholders.	<b>Year 1</b> Sept - Nov	
Unit 1 - Exploring Business	<b>C:</b> Examine the environment in which businesses operate <b>D:</b> Examine business markets	External environment Internal environment Competitive environment Situational analysis Different market structure Relationship between demand, supply and price Pricing and output decisions	A report that examines the effects of the internal and external environment on a large business and how the business has, and will, respond to changes.	<b>Year 1</b> Dec - Feb	
Unit 1 - Exploring Business	<b>E:</b> Investigate the role and contribution of innovation and enterprise to business success	Role of innovation and enterprise Benefits and risks associated with innovation	A presentation that investigates the use of enterprise and innovation in an existing business.	<b>Year 1</b> Mar - Jun	
Unit 3 – Personal and Business Finance	Purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.	Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories. Apply knowledge and understanding of financial issues and accounting processes to real-life	This unit is assessed by a written examination set by Pearson	<b>Year 1</b> Dec - Jun	

## BTEC EXTENDED CERTIFICATE IN BUSINESS

		<p>business and personal scenarios</p> <p>Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context</p> <p>Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance</p>		
<b>Year 13</b>				
Unit 8 - Recruitment and Selection Process	<b>A:</b> Examine how effective recruitment and selection contribute to business success	<p>Recruitment of staff</p> <p>Recruitment and selection process</p> <p>Ethical and legal considerations in the recruitment process</p>	A report that examines the recruitment process in a large business.	<b>Year 2</b> SEPT - DEC
Unit 8 – Recruitment and Selection Process	<b>B&amp;C:</b> Undertake a recruitment activity to demonstrate the processes leading to a successful job offer Reflect on the recruitment and selection process and your individual performance	<p>Job applications</p> <p>Interviews and skills</p> <p>Review and evaluation</p> <p>SWOT analysis and action plan</p>	Learners must participate in a recruitment and selection activity. They will need to interview and be interviewed, and complete the appropriate documentation. Learners will need to evidence all the documents created. Ability to self-critique performance, including what could have gone better and what skills need to be developed, so that learners can enhance their employability. SWOT analysis on performance in their interviewing activity linked to their personal future.	<b>Year 2</b> JAN – APR
Unit 2 – Developing a Marketing Campaign	Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.	<p>Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions</p> <p>Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns</p>	This unit is assessed under supervised conditions. Learners will be given a case study two weeks before a supervised assessment period in order to carry out research. The supervised assessment period is a maximum of three hours and can be arranged over a number of sessions. During the supervised assessment period, learners will be required to complete a task where they prepare a rationale and then a plan for a marketing campaign for a given product or service. Pearson sets and marks the task.	<b>Year 2</b> Sep - Jan

## BTEC EXTENDED CERTIFICATE IN BUSINESS

		<p>Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances</p> <p>Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments</p>		
Unit 2 and Unit 3 External Assessment Retakes				Year 2: JAN/MAY/JUNE