

## Langdon Park Sixth Form

### Why study

#### Pearson BTEC Level 3 National Diploma in Business

All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to instigate growth, and to ensure that businesses survive in this fast-changing world. Enterprise skills provide a fantastic progression pathway into a number of roles in an organisation, and are transferable into all businesses.

### Exam Board

Pearson

### Course overview

#### Unit 1: Exploring Business

In this unit, 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.

**Note: Unit 1 is an internal assessment (coursework). This is completed in year 13.**

#### Unit 2: Developing a Marketing Campaign

You will gain an understanding of how a marketing campaign is developed. You will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. You will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake.

**Note: Unit 2 is an external assessment. This is completed in year 12.**

#### Unit 3: Personal and Business Finance

It is vital you understand the financial decisions you will need to take throughout your life and how risk can affect you and your choices. This unit will also give you an insight into where you can get financial advice and support. The business finance aspects of the unit introduce you to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses. Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed. Measuring the financial performance of a business will require you to prepare and analyse statements of comprehensive income and statements of financial position.

**Note: Unit 3 is an external assessment. This is completed in year 12.**

#### Unit 4: Managing an Event

This unit combines your creativity and organisational skills to produce successful, memorable events, whether for profit or social enterprise. You will investigate a number of successful events, both large and small, and use this research to assess the feasibility of events to plan and run yourself. Your chosen event will be carefully planned, demonstrating your ability to use planning tools. You will then stage the event, testing the effectiveness of your planning.

**Note: Unit 4 an internal assessment (coursework). This is completed in year 13.**

#### **Unit 5: International Business**

In this unit, you will explore the benefits and issues associated with international business activities. You will investigate the economic environment and cultural factors in international markets and the influence they have on how business is conducted. You will also examine the strategic and operational approaches to developing business in an international context.

**Note: Unit 5 is an internal assessment (coursework). This is completed in year 13.**

#### **Unit 6: Principles of Management**

In this unit, you will examine how businesses adapt their approaches to management in response to challenges in their environment. You will investigate some of the issues that managers and leaders have to deal with in the workplace in making businesses more efficient and ensuring their survival and growth. This unit will help you to progress to employment, by considering a career working in supervision and management, and/or to vocational training.

**Note: Unit 6 is an external assessment. This is completed in year 12.**

#### **Unit 8: Recruitment and Selection Process**

You will explore the various selection tools and the enhanced use of technology in this area. This unit gives you the opportunity, through role play, to take part in selection interviews. They will need to be organised and prepared so that they demonstrate your communication skills in this work-related competence.

**Note: Unit 8 is an internal assessment (coursework). This is completed in year 12.**

#### **Unit 27: Work Experience in Business**

In this practical unit, you will learn about different types of work-related learning and their benefits. You will learn what information you need before starting the placement, and how the placement can help you to develop key competencies needed for employability, such as self-management, team working, problem-solving and communication skills. You will learn more about the expectations of different roles. You will research and take on relevant work experience, and evaluate your performance through a reflective journal.

**Note: Unit 27 an internal assessment (coursework). This is completed in year 13.**

#### **Possible careers linked to this qualification**

Business students are employed in a variety of settings in both the public and private sectors. Employers that recognise and support BTEC Business include, but are not limited to, Lloyds Banking, Co-operative Group, Waltham Estates, Peter Jones Foundation, Barclays Banks, John Lewis.

Business graduates also find employment in a range of different areas including:

- government departments and think tanks;
- banks (high street and city);
- insurance and accountancy firms;
- consultancies;
- charitable and not-for-profit organisations