



## BUSINESS

## Exam Board: Edexcel

### About the Course

The BTEC Level 3 National Extended Certificate in Business covers the key knowledge and practical skills required in the appropriate vocational sector. The Pearson BTEC Level 3 National Extended Certificate in Business is equivalent to one GCE A Level.

The Pearson BTEC Level 3 National Extended Certificate in Business is a 360-guided learning-hour (GLH) qualification that consists of four mandatory units plus two optional units. 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.

The following units will be covered throughout the course:

<b>Unit 1 Exploring Business</b>	<b>Mandatory unit – Internally assessed</b>
<b>Unit 2 Developing a Marketing Campaign</b>	<b>Mandatory unit - Externally assessed</b> <ul style="list-style-type: none"> <li>• A task set and marked by Pearson and completed under supervised conditions.</li> <li>• Learners will be provided with a case study two weeks before a supervised assessment period in order to carry out research.</li> <li>• 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.</li> <li>• Written submission.</li> <li>• 70 marks.</li> </ul>
<b>Unit 3 Personal and Business Finance</b>	<b>Mandatory unit - Externally assessed</b> <ul style="list-style-type: none"> <li>• Written examination set by Pearson.</li> <li>• 2 hours.</li> <li>• 100 marks.</li> </ul>
<b>Unit 8 Recruitment and Selection Process</b>	<b>Optional unit – Internally assessed</b>

Below are the units' content and learning outcomes for each unit:

Units	Unit in Brief	Learning Aims/Assessment outcomes
<b>Unit 1 Exploring Business</b>	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><b>A</b> Explore the features of different businesses and analyse what makes them successful</p> <p><b>B</b> Investigate how businesses are organised</p> <p><b>C</b> Examine the environment in which businesses operate</p> <p><b>D</b> Examine business markets</p> <p><b>E</b> Investigate the role and contribution of innovation and enterprise to business success.</p>
<b>Unit 2 Developing a Marketing Campaign</b>	Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.	<p><b>Assessment outcomes</b></p> <p><b>AO1</b> Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions</p> <p><b>AO2</b> Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns</p> <p><b>AO3</b> Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances</p> <p><b>AO4</b> Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments</p>
<b>Unit 3 Personal and Business Finance</b>	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><b>Assessment outcomes</b></p> <p><b>AO1</b> 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</p> <p><b>AO2</b> 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</p> <p><b>AO3</b> 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</p> <p><b>AO4</b> 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</p>
<b>Unit 8 Recruitment and Selection Process</b>	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><b>Learning aims</b></p> <p>In this unit you will:</p> <p><b>A</b> Examine how effective recruitment and selection contribute to business success</p> <p><b>B</b> Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p> <p><b>C</b> Reflect on the recruitment and selection process and your individual performance.</p>