



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:

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| Unit 1 Exploring Business | Mandatory unit – Internally assessed |
| Unit 2 Developing a Marketing Campaign | <p>Mandatory unit - Externally assessed</p> <ul style="list-style-type: none"> • A task set and marked by Pearson and completed under supervised conditions. • Learners will be provided with 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 in a period timetabled by Pearson. • Written submission. • 70 marks. |
| Unit 3 Personal and Business Finance | <p>Mandatory unit - Externally assessed</p> <ul style="list-style-type: none"> • Written examination set by Pearson. • 2 hours. • 100 marks. |
| Unit 8 Recruitment and Selection Process | Optional unit – Internally assessed |

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

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