

# **BTEC Business**

[https://www.dailymotion.com/video/x1iumn\\_ch4-inside-rolls-royce-720p-hdtv-x264-aac-mvgroup-org\\_shortfilms](https://www.dailymotion.com/video/x1iumn_ch4-inside-rolls-royce-720p-hdtv-x264-aac-mvgroup-org_shortfilms)

**Consider the question?**

**How do Rolls Royce achieve success through:**

**Quality**

**Customer service**

**Product trial**

**Branding**

**Marketing/Sales**

**Loyalty**

# **Induction Pack**

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# Introduction to the course

The Business BTEC is a two-year course that covers the following topics:

Pearson BTEC Level 3 National Extended Certificate in Business				
Unit number	Unit title	GLH	Type	How assessed
<b>Mandatory units – learners complete and achieve all units</b>				
1	Exploring Business	90	Mandatory	Internal
2	Developing a Marketing Campaign	90	Mandatory Synoptic	External
3	Personal and Business Finance	120	Mandatory	External
<b>Optional units – learners complete 1 unit</b>				
8	Recruitment and Selection Process	60	Optional	Internal
14	Investigating Customer Service	60	Optional	Internal
22	Market Research	60	Optional	Internal
23	The English Legal System	60	Optional	Internal
27	Work Experience in Business	60	Optional	Internal

You will get a good understanding of how a wide range of businesses operate and how business owners or managers make decisions.

You are will be relating the topics you are learning in class to the 'real world', and it is important that you are reading the business news on a weekly basis to build your awareness of current affairs.

## Organising your folders

You must keep your folders in order: regular checks will be carried out.

Every piece of work should be labelled with the date and the syllabus number (as instructed by your teacher), and then carefully filed in the appropriate file divider.

**This is particularly important as the teaching programme follows a logical order, rather than syllabus order: if your notes are incorrectly filed you will find it very difficult to revise effectively.**

# Assessment

**External exams** - Two exams, all taken at Christmas of Year 13. Each exam paper is worth a Pass, Merit or distinction grade. You will not be able to 'cram' for these exams, so developing a good body of knowledge is essential for success.

Paper 1 Developing a marketing campaign (3 hours, 70 marks)

- You will have a case study 2 weeks prior to the assessment
- You will carry out supervised research
- You will develop a market plan in a 3 hour exam

Paper 2 Personal and business finance (2 hours, 100 marks)

- Written exam

- **Quantitative skills**

The government insist that all students taking A-level Business should be able to use numerical data as part of the subject. By the end of the course you must be to do the following:

- calculate, use and understand percentages and percentage changes
- calculate cost, revenue, profit and break-even
- interpret values elasticity of demand
- use and interpret quantitative and non-quantitative information in order to make decisions
- interpret, apply and analyse information in written, graphical and numerical forms.

We will cover these skills in lessons, but you must be pro-active about asking for help if you are struggling.

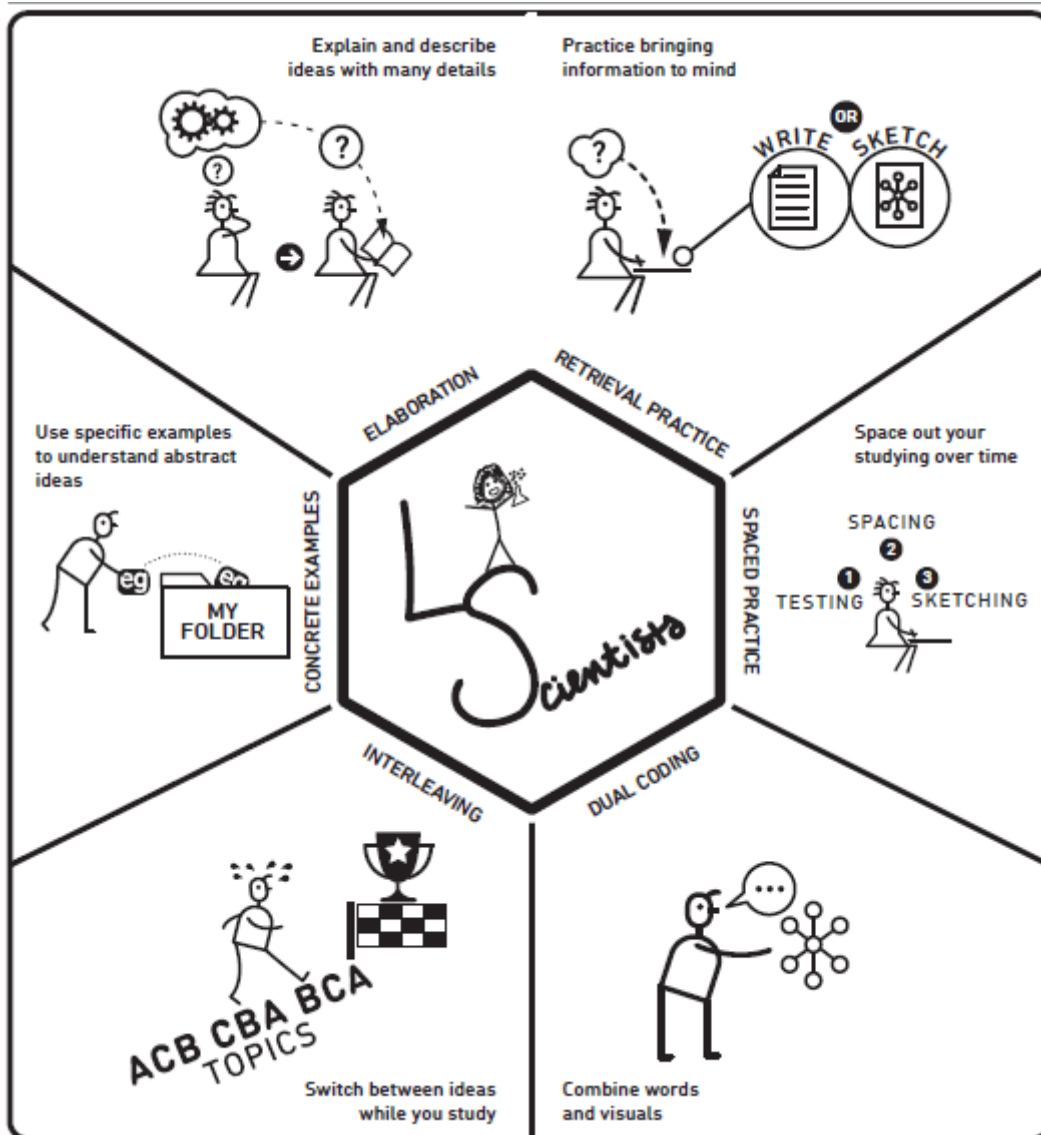
- Preparation for the course:
- An A4 folder
- Lined paper
- Dividers
- Hole punch (we won't provide this)!!
- Calculator
- Pens (plural) black and green
- Pencils

## The importance of learning

On-going learning is essential for success.

Every week, you are expected to make revision notes/cards of the work covered that week, and then learn them – **this is part of your weekly Business prep work.**

## Effective learning involves:



## Wider reading and Twitter

[www.bbc.co.uk/news/business](http://www.bbc.co.uk/news/business)

[www.tutor2u.net](http://www.tutor2u.net)

[www.theguardian.com/uk/business](http://www.theguardian.com/uk/business)

[www.telegraph.co.uk/finance/](http://www.telegraph.co.uk/finance/)

@tutor2u

@tutor2u\_graham

@BBCBusiness

@BusinessDesk – Guardian Business

@MT\_editorial – Management Today