



BTEC LEVEL 3 EXTENDED DIPLOMA IN BUSINESS

Pearson BTEC Level 3 National Extended Diploma in Business (1080 GLH) 601/7160/1

The Extended Diploma is a two-year course.

YEAR 12

<p>1 -EXPLORING BUSINESS (90)</p>	<ul style="list-style-type: none"> • Explore the features of different businesses and analyse what makes them successful • Investigate how businesses are organised • Examine the environment in which businesses operate • Examine business markets • Investigate the role and contribution of innovation and enterprise to business success 	<p>Internal assessment</p>
<p>2 - DEVELOPING A MARKETING CAMPAIGN (90)</p>	<ul style="list-style-type: none"> • marketing principles, concepts, processes, key terms, data sources and definitions • Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns • Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances • Develop a marketing campaign with appropriate justification, synthesising ideas 	<p>External assessment</p>
<p>3- PERSONAL AND BUSINESS FINANCE (120)</p>	<ul style="list-style-type: none"> • Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories. Command words: describe, explain, give, identify, outline 	<p>External assessment</p>

	<ul style="list-style-type: none"> • 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 • 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 • 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 	
8- RECRUITMENT & SELECTION PROCESS (60)	<ul style="list-style-type: none"> • Examine how effective recruitment and selection contribute to business success • 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. 	Internal assessment
14- INVESTIGATING CUSTOMER SERVICE (60)	<ul style="list-style-type: none"> • Explore how effective customer service contributes to business success • Investigate the methods used to improve customer service in a business • Demonstrate customer service in different situations, using appropriate behaviours to meet expectations. 	Internal assessment
21- TRAINING & DEVELOPMENT (60)	<ul style="list-style-type: none"> • Investigate training and development in a selected business 	Internal assessment

	<ul style="list-style-type: none"> • Examine the planning and delivery of training programmes in a selected business • Develop an appropriate induction programme for a group of new starters in a selected business. 	
20 - INVESTIGATING CORPORATE SOCIAL RESPONSIBILITY (60)	<ul style="list-style-type: none"> • Examine the CSR issues facing large private sector businesses • Investigate the benefits and drawbacks for businesses of adopting a CSR policy • Review the CSR record of a private sector business. 	Internal assessment

YEAR 13

<p>6- PRINCIPLES OF MANAGEMENT (120) MANDATORY UNIT FOR DIPLOMA & EXTENDED</p>	<ul style="list-style-type: none"> • Demonstrate knowledge and understanding of management and leadership principles, concepts, key terms, functions and theories • Apply knowledge and understanding of management and leadership issues to real-life business scenarios • Analyse and evaluate management information and data, demonstrating the ability to interpret the potential impact and influence on business effectiveness in context • Be able to recommend management and leadership proposals in context with appropriate justification, using a range of evidence to support arguments 	External assessment
<p>7 - BUSINESS DECISION MAKING (120) MANDATORY SYNOPTIC FOR EXTENDED</p>	<ul style="list-style-type: none"> • Demonstrate knowledge and understanding of the concepts, key terms, functions, processes and theories that determine business decisions • Apply knowledge and understanding of the factors 	External assessment

	<p>that influence decision making to real-life business scenarios</p> <ul style="list-style-type: none"> Analyse and evaluate evidence and data, demonstrating the ability to interpret the potential impact and influence on complex business planning and development problems Be able to recommend business solutions in context with appropriate justification, using a range of evidence to support arguments 	
4- MANAGING AN EVENT (90)	<ul style="list-style-type: none"> Explore the role of an event organiser Investigate the feasibility of a proposed event Develop a detailed plan for a business or social enterprise event Stage and manage a business or social enterprise event Reflect on the running of the event and evaluate own skills development. 	Internal assessment
5 - INTERNATIONAL BUSINESS (90)	<ul style="list-style-type: none"> Explore the international context for business operations Investigate the international economic environment in which business operates Investigate the external factors that influence international businesses Investigate the cultural factors that influence international businesses Examine the strategic and operational approaches to developing international trade. 	Internal assessment
17- Digital marketing (60)	<ul style="list-style-type: none"> Examine the role of digital marketing within the broader marketing mix Investigate the effectiveness of existing digital marketing campaigns 	Internal assessment

	<ul style="list-style-type: none"> • Develop a digital marketing campaign for a selected product or brand. 	
18-Creative promotion (60)	<ul style="list-style-type: none"> • Explore the role of integrated marketing communications in creative promotion • Review the effectiveness of the promotional mix used by different businesses • Create a plan for a promotional campaign 	Internal assessment

Assessment

Assessment is specifically designed to fit the purpose and objective of the qualification. It includes a range of assessment types and styles suited to vocational qualifications in the sector. There are three main forms of assessment that you need to be aware of: external, internal and synoptic.

Externally-assessed units

Each external assessment for a BTEC National is linked to a specific unit. All of the units developed for external assessment are of 90 or 120 GLH to allow learners to demonstrate breadth and depth of achievement. Each assessment is taken under specified conditions, then marked by Pearson and a grade awarded. Learners must achieve all external units at pass grade or above. Learners are permitted to resit any external assessment only once during their programme. External assessments are available twice a year.

Synoptic assessment

Synoptic assessment requires learners to demonstrate that they can identify and use effectively, in an integrated way, an appropriate selection of skills, techniques, concepts, theories and knowledge from across the whole sector as relevant to a key task. BTEC learning has always encouraged learners to apply their learning in realistic contexts using scenarios and realistic activities that will permit learners to draw on and apply their learning. Synoptic tasks may be in internally or externally assessed units.

Internally-assessed units

Most units in the sector are internally assessed and subject to external standards verification. This means that you set and assess the assignments that provide the final summative assessment of each unit, using the examples and support that Pearson provides. This ensures that learners are assessed using a variety of styles to help them develop a broad range of transferable skills. Learners could be given opportunities to:

- write up the findings of their own research

- use case studies to explore complex or unfamiliar situations
- carry out projects for which they have choice over the direction and outcomes
- demonstrate practical and technical skills using appropriate presentations and role plays.