

Level 3 National Extended Certificate in Business

TRANSITION WORK



-- SUMMER 2020 --

Course Details

What are BTEC Nationals?

BTEC Nationals are Level 3 qualifications designed to provide highly specialist work-related qualifications in a range of vocational sectors.

They attract UCAS points that equate to similar-sized general qualifications within education institutions within the UK. On successful completion of a BTEC National qualification, you can progress to or within employment and/or continue your study in the same, or related vocational area.

How you will be assessed

All assessment for BTEC Nationals is based on the achievement of specified assessment outcomes and learning aims. Each unit within the qualification has specified assessment and grading criteria which are to be used for grading purposes.

Types of assessment include:

- **Assignments** – set and marked internally
- **Task** – set and marked externally by Pearson
- **Written exam** – set and marked externally by Pearson

Units are assessed using a grading scale of Distinction*, Distinction, Merit, Pass and Unclassified.

In order to be awarded a qualification a you must complete all units and achieve a pass or above in all mandatory units unless otherwise specified,

To achieve any qualification grade, you must:

- complete and **have an outcome** (D, M P or U) for all units within a valid combination
- achieve the **required units at pass or above**
- achieve the **minimum number of points** at a grade threshold.

What will I study?

Edexcel BTEC Level 3 Extended Certificate

The Edexcel BTEC Level 3 Extended Certificate in Business is a 360-guided-learning-hour (GLH) qualification that consists of 3 mandatory units plus 1 optional unit. 2 of the mandatory units are externally assessed. This qualification covers the key knowledge and practical skills required in the appropriate vocational sector and is broadly equivalent to one A Level. *See the next page for details on the mandatory and optional units you will complete.*

Pearson BTEC Level 3 National Extended Certificate in Business				
Unit number	Unit title	GLH	Type	How assessed
Mandatory units – learners complete and achieve all units				
1	Exploring Business	90	Mandatory	Internal
2	Developing a Marketing Campaign	90	Mandatory and Synoptic	External
3	Personal and Business Finance	120	Mandatory	External
Optional units – learners complete 1 unit				
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

Unit 1 – Exploring Business (Internal Assessment)

- Internally assessed.
- You will study the purposes of different business, their structure and the effect of the external environment, and how they need to be dynamic and innovative to survive.
- You will gain an overview of the key ingredients for business success and how businesses are organised, including how to communicate.
- By developing their relevant business knowledge and understanding, you will be able to approach employment, vocational training and higher education head on.

Unit 2 - Developing a Marketing Campaign (Externally assessed)

- In this unit you will learn about the central dynamic field of any business, its marketing.
- You will gain an understanding and design a marketing campaign for a selected business
- A scenario will be released by the exam board and you will be given preparation time before the assessment window.

Unit 3 – Personal and Business Finance (Internal)

- Internally assessed.
- You will carry out in-depth investigation into the use of both personal and business finance.
- You will be introduced to accounting terminology and understand the purpose and importance of these to a business.
- You will also be able to analyse an existing businesses financial position, suggesting ways to improve.

Optional Units

- ALL internally assessed

TRANSITION TASK

The transition task is aimed at preparing you for the course. It would also help in evaluating your suitability and ability to successfully complete the course. You are advised to complete the task comprehensively.

TASK – Research and Create a series of Podcasts

'Businesses impact and response to the coronavirus crisis.'

Many businesses in the UK have been effected by the current coronavirus crisis, some in a negative way and some in a positive way.

A key business term is 'external business factors', things which occur outside of the business, which they have no control over, yet have to respond to. Using this key business term and the current coronavirus crisis analyse how different businesses have been negatively and positively effected and also how they have adapted to respond to the crises in order to try and survive.

Please listen to this podcast <https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis> and read the supporting article.

You then need to create a set of podcasts yourself to address the above, using real business examples.

What needs to be included in each podcast:

Podcast 1:

1. Research businesses who have been positively affected
2. Identify and explain how these businesses have been positively affected (find at least 3)
 - Business Name
 - What they sell
 - The positive impact they have had
 - Any figures om the increase of their sales/revenue

Podcast 2:

1. Research businesses who have been negatively affected
2. Identify and explain how these businesses have been negatively affected (find at least 3)
 - Business Name
 - What they sell
 - The positive impact they have had
 - Any figures om the increase of their sales/revenue

Podcast 3:

1. Explain what an 'external business factor' is in your own words.
2. Research businesses who have been dynamic and adapted the way they operate in order to try and survive the crisis.(you should be able to find at least 2 examples)

Suggested Businesses to research:

- Flybe
- Aldi
- Beelivery
- Sainsburys
- Netflix
- British Airways
- Easyjet
- Natwest
- Uber eats
- Andrex
- Disney +
- Google
- Sony
- Coachella music festival
- Lego
- Tourism

Your report will be assessed using coursework criteria and be issued a pass, merit or distinction grade. You must complete at least all the pass criteria comprehensively to pass this work.

PASS	MERIT	DISTINCTION
Explain at least 3 business who have been negatively and positively affected by the crisis	Asses the how the businesses have been affected using data and stats to support your findings.	Evaluate the way businesses are adapting to respond to the crisis

You will be required to submit your work:

- By your first BTEC L3 Business lesson in the week commencing 14th September 2020 (*second week back*)

EXPLAIN	Learners' work shows clear details and gives reasons and/or evidence to support an opinion, view or argument. It could show how conclusions are drawn.
ASSESS	Learners present a careful consideration of varied factors or events that apply to a specific situation, or identify those which are the most important or relevant and arrive at a conclusion.
EVALUATE	<p>Learners draw on varied information, themes or concepts to consider aspects such as:</p> <ul style="list-style-type: none"> • strengths or weaknesses • advantages or disadvantages • alternative actions • relevance or significance. <p>Learners' enquiries should lead to a supported judgement showing relationship to its context. This will often be in a conclusion.</p>