

<b>Dagenham Park Subject Curriculum</b>	
<b>Subject</b>	BTEC Level 3 Extended Diploma in Business
<b>Year Group</b>	12/13
<b>Overview</b>	<p>Exam Board – Pearson</p> <p><b>Overview</b> – BTECs embody a fundamentally learner-centred approach to the curriculum, with a flexible, unit-based structure and knowledge applied in project-based assessments. They focus on the holistic development of the practical, interpersonal and thinking skills required to be able to succeed in employment and higher education.</p> <p>THE BTEC Extended Diploma in Business is the equivalent to 3 A Levels.</p> <p><b>Unit Assessment</b> – Students need to complete 13 units over a period of 2 years. This includes:</p> <p>One externally assessed exam  Three externally assessed but classroom-based assignments  Nine internally assessed assignments</p>
<b>Term by Term</b>	
	<p><b>Year 12</b> – During Year 12 students will complete 7 of the 13 units required to achieve the Extended Diploma award. All are internally assessed units except Unit 6, which is an externally assessed piece of coursework, undertaken in May.</p> <p><b>Unit 1 – Exploring a 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> <p>In this unit students will:</p> <ul style="list-style-type: none"> <li>• Explore the features of different businesses and analyse what makes them successful</li> <li>• Investigate how businesses are organised</li> <li>• Examine the environment in which businesses operate</li> <li>• Examine business markets</li> <li>• Investigate the role and contribution of innovation and enterprise to business success.</li> </ul> <p><b>Unit 4 – Managing an event</b>  Learners will work as part of a small group to plan, coordinate and manage a business or social enterprise event and evaluate the skills gained.</p> <p>In this unit students will:</p> <ul style="list-style-type: none"> <li>• Explore the role of an event organiser</li> <li>• Investigate the feasibility of a proposed event</li> <li>• Develop a detailed plan for a business or social enterprise event</li> </ul>

- Stage and manage a business or social enterprise event
- Reflect on the running of the event and evaluate own skills development.

### **Unit 5 – International Business**

Learners study how UK businesses develop strategies to trade globally. They will also consider the factors that influence the implementation of these strategies.

In this unit students will

- 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.

### **Unit 6 – Principles of Management**

This unit enables learners to understand how the role of management and leadership in the workplace contributes towards business success.

This unit is assessed under supervised conditions. Part A is released one week before Part B is scheduled for learners to prepare. Learners will take Part B in a supervised assessment in a single three-hour session timetabled by Pearson. The assessment is set and marked by Pearson.

Assessment outcomes are:

AO1 Demonstrate knowledge and understanding of management and leadership principles, concepts, key terms, functions and theories

AO2 Apply knowledge and understanding of management and leadership issues to real-life business scenarios

AO3 Analyse and evaluate management information and data, demonstrating the ability to interpret the potential impact and influence on business effectiveness in context

AO4 Be able to recommend management and leadership proposals in context with appropriate justification, using a range of evidence to support arguments

### **Unit 8 – Recruitment and Selection**

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.

In this unit students will:

- 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.

### **Unit 15 – Investigating Retail Business**

Learners will explore the current structure of the retail sector and its supply chain through practical activities.

In this unit students will:

- Explore the current structure of the sector through investigation of the local retail environment
- Investigate how the retail sector has responded to change and trends
- Examine the importance of the supply chain and stock control management to the success of retail business.

### **Unit 19 – Pitching for a new Business**

Learners study the practical skills and acquire the knowledge needed to undertake the necessary preparation and steps to set up and pitch for funding for a micro-business.

In this unit students will:

- Explore potential ideas for a micro-business start-up
- Develop a business plan for a viable micro-business start-up
- Carry out a pitch for funding for the chosen micro-business.

**Year 13** – During Year 13 students will complete the remaining 6 units required to achieve the Extended Diploma award. There is one externally assessed exam taken in January, and two externally assessed pieces of coursework, one undertaken in January and the other in May.

### **Unit 2 – Marketing**

Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.

This unit is assessed under supervised conditions. Part A is released two weeks before Part B is scheduled for learners to carry out research. Learners will take Part B in a supervised assessment in a single three-hour session timetabled by Pearson. The assessment is set and marked by Pearson.

Assessment outcomes are:

AO1 Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions

AO2 Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns

AO3 Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances

AO4 Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments

### **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.

This unit is assessed by a written examination set by Pearson. The examination will be two hours in length. The number of marks for the examination is 80. Section A contains questions on the personal finance unit content and approximately one-third of the marks, and Section B contains questions on the business finance unit content and approximately two-thirds of the marks

Assessment outcomes are:

AO1 Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories.

AO2 Apply knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios

AO3 Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context

AO4 Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance

### **Unit 7 – Business Decision Making**

Learners study skills relating to business concepts, processes and data developed in earlier mandatory units to enable the formulation of business decisions and solutions.

This unit is assessed under supervised conditions. The supervised assessment period is a maximum of three-hours single session timetabled by Pearson. Learners will complete and submit a set task on

a case study/business scenario released at the start of the supervised assessment period. The set task is provided and marked by Pearson

Assessment outcomes are:

AO1 Demonstrate knowledge and understanding of the concepts, key terms, functions, processes and theories that determine business decisions

AO2 Apply knowledge and understanding of the factors that influence decision making to real-life business scenarios

AO3 Analyse and evaluate evidence and data, demonstrating the ability to interpret the potential impact and influence on complex business planning and development problems

AO4 Be able to recommend business solutions in context with appropriate justification, using a range of evidence to support arguments

#### **Unit 9 – Team Building in Business**

Learners study the dynamics of team building, examine the underpinning theory and participate in team activities.

In this unit students will:

- Examine the benefits of teams in a business setting
- Investigate techniques and theories used for the development of an effective business team
- Develop effective team skills through practical activities

#### **Unit 20 – Investigating CSR**

Learners develop an understanding of how businesses adopt policies to respond to challenges and how they are socially responsible.

In this unit students will:

- 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.

#### **Unit 21 – Training and Development**

Learners study training and development and recognise that successful businesses need to plan and manage the training programmes they offer.

In this unit students will:

- Investigate training and development in a selected business
- 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.

<b>Homework</b>	<p>Homework tasks will be set weekly on Show My Homework. This will usually be in the form of completing assignments in order help students meet the essential deadlines.</p> <p>In total students should be completing at least 15 hours of additional study per week. As well as their homework they should be using the available resources to read ahead for the next lesson. They should also go over their notes and use them to complete their assignments and make mind maps and revision cards to prepare for the external assessments.</p>
<b>Additional Information</b>	<p>Some of the areas employing business graduates are:</p> <ul style="list-style-type: none"> <li>• accountancy</li> <li>• advertising</li> <li>• banking, investment and financial services</li> <li>• general management</li> <li>• HR/personnel</li> <li>• management consultancy</li> <li>• public relations</li> <li>• retail management</li> <li>• sales and marketing.</li> </ul> <p>Trips – In Year 13 students will attend an exam-based workshop in order to boost grades for Unit 3 - Finance</p>
<b>Useful Resources and links</b>	<p>Tutor2U Business Studies online You tube – there are many high-quality business tutorials available.</p> <p>Essential reading</p> <ol style="list-style-type: none"> <li>1. How I Made It - Rachel Bridge</li> <li>2. The Tipping Point - Malcolm Gladwell</li> <li>3. The Google Story - David A. Vise</li> <li>4. The Toyota Way - Jeffrey Like</li> <li>5. Billions of Entrepreneurs - Tarun Khanna</li> <li>6. Business Stripped Bare - Sir Richard Branson</li> <li>7. Sun Tzu - The Art of War for Managers - Gerald A. Michaelson</li> <li>8. The Intelligent Investor - Benjamin Graham</li> <li>9. No Logo - Naomi Klein</li> <li>10. The Intelligent Investor- Benjamin Graham</li> </ol>