

Level 3 BTEC Extended Certificate in Business

KS5

Topics studied:

In Year 12 students study:

Unit 1 Exploring Business - In this unit, students will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. Students will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits.

Unit 2 Developing a Marketing Campaign – In this unit, students will gain an understanding of how a marketing campaign is developed. Students will explore different stages of the process that a business goes through when developing its campaign and develop their own campaign for a given product/service. Students will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. Students will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake. To complete the assessment task within this unit, students will need to draw on their own learning from across the programme.

In Year 13 students study:

Unit 3 Personal and Business Finance - This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. This unit will also give students an insight into where you can get financial advice and support. The business finance aspects of the unit introduce students to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses.

Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed. Measuring the financial performance of a business will require students to prepare and analyse statements of comprehensive income and statements of financial position. This unit will also provide a foundation for a number of other finance and business units and will help students to analyse profitability, liquidity and business efficiency. It will give students the knowledge and understanding to manage their personal finances and will give students a background to business finance and accounting as students' progress to employment or further training.

Unit 14 Investigating Customer Service – This is a practical unit that allows students the opportunity to investigate the role that customer service plays in the success of a business. Students will develop a sound understanding of the importance of building relationships with customers through identifying needs and expectations, and the impact of current legislation and regulations on customer service provision. Students will also need to develop communication and interpersonal skills and demonstrate effective customer service delivery in different situations. This will allow opportunities for students to engage with the service industry to investigate how the customer experience could be improved through monitoring and evaluation of the provision.

Exam Board:

Pearson's Edexcel

Assessment Structure:

Unit 1: Exploring Business	Internally assessed
Unit 2: Developing a Marketing Campaign	Externally assessed
Unit 3: Personal and Business Finance	Externally assessed
Unit 14: Investigating Customer Service	Internally assessed

Keywords that students must know, and be able to spell, by the end of the course:

Unit 1: Ownership, liability, stakeholders, organisational structures, communication, aims and objectives, PESTLE, SWOT, corporate social responsibility, corporate culture, market structures, demand, supply, price, innovation, risks

Unit 2: Customer demand; marketing; profitability; diversification; market share; brand awareness and loyalty; mass and niche markets; market segmentation – geographical, demographic, behavioural, psychographic; influences; market research – primary and secondary; rationale; product life cycle; campaign; marketing mix; product development; pricing strategies; promotional strategies; place – distribution channels; people; physical environment; process.

Unit 3: The Functions of Money, Ways to Pay, Bank Accounts, Borrowing, Saving, Investment, Insurance, Bank of England, Banks, Building Societies, Credit Unions, NS&I, Insurance Companies, Pension Owners, Pawnbrokers, Payday loan, Branch, Online banking/Mobile Banking, Telephone Banking, Postal Banking, FCA – Financial Conduct Authority, Financial Ombudsman, FSCS Financial Services, Consumer credit legislation Financial Transactions, HM Revenue & Customs (HMRC), Fraud, Profit, Loss, Gross profit, Sales revenue, Net profit, Trade receivables, Trade payable, Fixed assets, Asset, Commission, Capital items, Statement of financial situation, Depreciation, Internal sources of finance, Cash flow forecast, Opening balance, Closing balance, Credit period, Liquidity, Insolvent, Statement of comprehensive income, Statement of financial position, Cost of goods sold, Opening inventory, Closing inventory, Historic cost, Expected life, Residual value, Current assets, Capital employed, Interfirm, Intrafirm, Stakeholder, Business-to-business, Business-to-consumer

Unit 14: Customer service; success; expectations; satisfaction; relationships; legislation and regulation; provision; performance; behaviour; requests and complaints; skills audit and development plan.

Subject specific websites to support revision and independent learning:

Unit 1:

<https://tutor2u.net/business>

Unit 2:

<https://tutor2u.net/business>

<https://marketingteacher.com>

<https://businesscasestudies.co.uk>

<https://marketingexpert.cim.co.uk>

<https://cim.co.uk/exchange>

https://www.learnmarketing.net/Unit2_Developing_a_marketing_campaign_overview.html

<https://www.marketingdonut.co.uk/>

Unit 3:

www.beebusinessbee.co.uk

Unit 14:

www.instituteofcustomerservice.com

www.mindtools.com

<https://businesscasestudies.co.uk/tag/customer-service/>

<https://businesscasestudies.co.uk/?s=customer+service>

<https://tutor2u.net/business>

<https://www.learnmarketing.net/customerservices.htm>

<https://www.marketingdonut.co.uk/customer-care/customer-service>

<https://intranet.birmingham.ac.uk/as/libraryservices/library/referencing/icite/harvard/referencelist.aspx>

<https://www.jstor.org/>

FAIRFAX

To help your child this year you can:

Unit 1: Develop research skills and discuss the content of the course at home.

Unit 2: Review learning by creating mind maps on key marketing theory, supporting with home learning and reading through the structure of past papers i.e. Part A and Part B pre-releases, the mark schemes and examiner reports.

Unit 3: Discuss the content of the course at home, practice formulas and calculations.

Unit 14: Support your child with finding part time employment and/or work experience in a customer service related role at the end of AS or start of A2 when Unit 14 is covered and be prepared to discuss the content of the course at home.

