

Mastery:

Research
Application
Analysis
Evaluation

Sandbach School Business Curriculum:

Y13 BTEC Business Sequence

Intent:

Students will consolidate skills developed in Year One including; the ability to learn independently, the ability to research actively and methodically, being able to give presentations and being active group members. Students will fine tune their analytical and evaluation skills and will become accustomed to assessment methods used in University and Further Education. Students will have the opportunity to gain practice in developing employability skills through recruitment and selection activities as well as transferable knowledge and skills that prepare learners for progression to university.

Unit 5 – International Business

Unit 6 – Principles of Management

Unit 7 – Business Decision Making

Why study this unit?

In this unit, students will carry out research into local and national retail businesses, exploring how the supply chain supports retailing. Students will consider how the sector responds to change, the opportunities for employment in the sector, and the types of job roles available. Students will then apply their research and findings to current businesses in the sector.

Spec links:

[Page 147 - BTEC Nationals Level 3 in Business](#)
[Unit 15 Investigating Retail Business Assignment Briefs](#)
[Unit 15 Investigating Retail Business Resources](#)

Teaching these topics here supports:

Unit 1: Exploring Business
Unit 14: Investigating Customer Service
Unit 27: Work Experience in Business.

How will students be assessed for this unit?

2 x written assignments consisting of:

Assignment 1 - Learning aim A: Explore the current structure of the sector through investigation of the local retail environment, Learning aim B: Investigate how the retail sector has responded to change and trends
Assignment 2 - Learning aim C: Examine the importance of the supply chain and stock control management to the success of retail business

Why study this unit?

In this unit, students will examine how businesses adapt their approaches to management in response to challenges in their environment. Depending on their roles and responsibilities, managers need to develop skill sets that enable them to work effectively in areas such as the management of people, financial, resource and quality management, and the management of change. Students will investigate some of the issues that managers and leaders have to deal with in the workplace in making businesses more efficient and ensuring their survival and growth. The effective planning and organising of a business's activity can significantly influence the success of a business.

Spec links:

[Page 75 - BTEC Nationals Level 3 in Business](#)
[Unit 6 Principles of Management Resources](#)

Teaching these topics here supports:

Unit 1: Exploring Business
Unit 8: Recruitment and Selection Process
Unit 9: Team Building in Business

How will this unit be assessed?

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. The number of marks for the unit is 88. The assessment availability is twice a year in December/January and May/June.

Why study this unit?

The aim of this unit is to consolidate understanding and skills to enable students to interpret data, and to formulate decisions and solutions to given complex business problems. Students will consider business situations/scenarios where they are required to select and use appropriate evidence from several sources to support arguments. Students will predict probable consequences, identify faulty arguments or misrepresentations of information or data, compare information and data, provide reasonable alternatives, and evaluate and justify proposed solutions.

Spec links:

[Page 83 - BTEC Nationals Level 3 in Business](#)
[Unit 7 Business Decision Making](#)

Teaching these topics here supports:

Unit 1: Exploring Business
Unit 2: Developing a Marketing Campaign
Unit 3: Personal and Business Finance
Unit 4: Managing an Event
Unit 5: International Business
Unit 6: Principles of Management.

How will this unit be assessed?

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. The number of marks for the set task is 70. The assessment availability is twice a year in December/January and May/June.

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Unit 8 – Recruitment and Selection

Unit 14 – Customer Service

Unit 28 - Branding

Why study this unit?

Students will learn that successful recruitment is key to maintaining the success of a business, as people are often considered to be the most valued resource. Students will explore the various selection tools and the enhanced use of technology in this area. Businesses with an effective recruitment process in place are more likely to make successful appointments. In a competitive labour market this is a major advantage and will support business success. This unit gives students the opportunity, through role play, to take part in selection interviews. Through undertaking recruitment activities the unit will help students to develop the skills needed in an interview situation. Students will have an opportunity to review individual performance and analyse skills for development.

Why study this unit?

This unit will help develop communication and interpersonal skills when dealing with customers, and to understand the importance of having good product or service knowledge. Students will explore how a business builds effective relationships with customers through identifying and confirming the customer's needs. Students will examine how businesses monitor and evaluate their level of customer service provision through obtaining feedback and see how this helps inform improvements to the level of service provided. The unit will enable students to evaluate their own customer service skills and to create a development plan for improvement. The unit also supports further training, study or employment in a business environment.

Why study this unit?

In this unit, students will consider the ways in which businesses use branding to achieve their marketing objectives and business aims. Students will explore the ways in which branding influences the marketing mix and how brand-strategy recommendations are developed according to market needs. This unit will support continuing studies of branding through a marketing-related degree or a professional qualification. The unit will also give the skills needed to progress to employment in a branding related role.

Spec links:

[Page 91 - BTEC Nationals Level 3 in Business](#)
[Unit 8 Recruitment and Selection Assignment Briefs](#)
[Unit 8 Recruitment and Selection Resources](#)

Spec links:

[Page 139 - BTEC Nationals Level 3 in Business](#)
[Unit 14 Investigating Customer Service Assignment Briefs](#)
[Unit 14 Investigating Customer Service Resources](#)

Spec links:

[Page 257 - BTEC Nationals Level 3 in Business](#)
[Unit 28 Branding Assignment Briefs](#)
[Unit 28 Branding Resources](#)

Teaching these topics here supports:

Unit 1: Exploring Business
Unit 6: Principles of Management
Unit 9: Team Building in Business

Teaching these topics here supports:

Unit 1: Exploring Business
Unit 15: Investigating Retail Business

Teaching these topics here supports:

Unit 2: Developing a Marketing Campaign
Unit 14: Investigating Customer Service
Unit 15: Investigating Retail Business

How will this unit be assessed?

2 x assignments consisting of:
Assignment 1 - Learning aim A: Examine how effective recruitment and selection contribute to business success
Assignment 2 - Learning aim B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer, Learning aim C: Reflect on the recruitment and selection process and your individual performance

How will students be assessed for this unit?

2 x written assignments consisting of:
Assignment 1 - Learning aim A: Explore how effective customer service contributes to business success, Learning aim B: Investigate the methods used to improve customer service in a business
Assignment 2 - Learning aim C: Demonstrate customer service in different situations, using appropriate behaviours to meet expectations

How will this unit be assessed?

2 x assignments consisting of:
Assignment 1 - Learning aim A: Investigate the role of branding in a selected business
Assignment 2 - Learning aim B: Review how branding is used by a selected business, Learning aim C: Recommend changes to a brand for an existing product