BTEC Level 2 Technicals for Business

Your Level 2 BTECs for Post-16 learners
Welcome to your guide to the BTEC Level 2 Technicals for Business.

BTEC Level 2 Technicals are practical, hands-on qualifications designed to help your post-16 learners master the industry-specific skills and knowledge they will need to start and succeed in their careers.

Developed with the help of leading employers and professional bodies, you’ll find the technical content and practical approach you’ll need to help your learners stand out from the crowd and prepare for their next steps, whether that’s an apprenticeship, employment or further study at level 3.

These flexible qualifications can be taught:
- as part of a full-time 16-19 study programme alongside other qualifications such as GCSEs or,
- as the technical qualification within an apprenticeship or employment.

If you’re looking for a post-16 Level 2 course designed around what today’s employers expect – choose BTEC Level 2 Technicals.

The skills to succeed – the confidence to progress

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Introducing BTEC Level 2 Technicals

Your BTEC Level 2 Technicals at a glance

What are they?
- **Level 2 courses** in various sectors
- For post-16 learners
- Designed with input from tutors, employers and professional bodies
- Developed to meet performance measures in England

Where can they lead?
- Employment
- Apprenticeship
- Further technical study at Level 3

How do they work?
- **Build knowledge**
- Master skills
- Learn from professionals
- Apply in practice

BTEC's tried and trusted learn-by-doing approach means your learners:

- Cover **vital industry knowledge** employers say learners need within mandatory units.
- Specialise with optional units (where applicable).
- Draw on and apply all their learning to a real-life situation in the synoptic final unit.

- Focus on developing competency in **key sector skills**.
- Must achieve at least a Pass in every unit so they're confident they've mastered the basics they need to succeed.

- Explore **essential professional behaviours** for the workplace.
- Have plenty of opportunities to engage with local employers, workplace-based activities, guest lectures and have practitioners setting and marking assignments.

- Showcase **what they know and can do** in different types of assessments based on real-life scenarios.
- Have evidence of applying what they know to tasks they'll tackle every day in their chosen career.
Careers in business offer a fantastic progression pathway into many roles throughout an organisation, and the skills you can develop are highly transferable across all industries.

We’ve designed BTEC Level 2 Technicals for Business so your learners can get set for success in their chosen field.

Why choose BTEC Level 2 Technicals for Business

These qualifications have been developed in consultation with employers in the business sector to ensure they enable learners to develop the skills and behaviours that will give them the best opportunity to be successful when applying for work.

BTEC Level 2 Technicals for Business:

- are for post-16 learners wishing to master sector-specific skills and knowledge alongside broader transferable skills such as communication, research and project work.
- have been designed to meet DfE criteria in England
- take a learn-by-doing approach to cement practical skills and build confidence
- include larger units allowing depth of learning and project based delivery
- have employer involvement to enrich learning and provide a tangible link between study and work
- offer routes to apprenticeships, employment and further study in the business sector.

Industry support

We’ve received letters of support for these qualifications from a range of employers and industry specialists including:

- BT
- British Gas
- The Peter Jones Foundation
- CIPD (Chartered Institute of Personnel and Development)

and more – see your qualification page for the full list at quals.pearson.com/BTECL2TechnicalGuide.

Qualifications available/in development:

- BTEC Level 2 Technical Certificate in Business Administration
- BTEC Level 2 Technical Certificate in Business Enterprise
- BTEC Level 2 Technical Certificate in Customer Service Operations
- BTEC Level 2 Technical Certificate for the Events Assistant
- BTEC Level 2 Technical Certificate in Marketing
- BTEC Level 2 Technical Certificate in Retail Operations

Download your specifications at quals.pearson.com/BTECL2TechnicalGuide
BTEC Level 2 Technical Certificate in Business Administration (240 GLH)

This qualification has been developed in consultation with cross-sector employers to ensure it enables learners to obtain the skills and behaviours needed to start a career in business and professional administration.

Careers in business administration offer a fantastic progression pathway into a number of roles throughout an organisation, and the skills learners can develop are highly transferable across all industries.

- **Unit 1:** Understanding Administrative Services (60 GLH)
- **Unit 2:** Providing Administrative Services (60 GLH)
- **Unit 3:** Using Business Technology to Process and Communicate Information (60 GLH)
- **Unit 4:** Planning, Organising and Supporting Business Events (60 GLH)

Learners will need to complete and achieve all units.

Next steps for your learners...

Equipped with the skills, knowledge and experience to succeed in the business sector, BTEC-qualified candidates can choose where they go next.

- **Apprenticeship**
  - Business Administrator (Level 3)

- **Employment**
  - Business Administrator
  - Administrative Assistant
  - Office Administrator assistant

- **Level 3 study**
  - BTEC Level 3 Nationals in Business
  - BTEC Level 3 Nationals in Enterprise and Entrepreneurship

The skills to succeed - the confidence to progress

Download your specification at quals.pearson.com/BTECL2TechnicalsBusAdminGuide
BTEC Level 2 Technical Certificate in Business Enterprise (240 GLH)

All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to instigate growth and to ensure that businesses survive in this fast changing world. Enterprising skills can help learners be a real asset to an organisation, as well as giving them the basis on which to develop entrepreneurial skills for running their own enterprise in the future.

This qualification has been developed in consultation with employers in the business enterprise sector to provide learners with the transferable skills they will need to be successful in their future careers.

Learners need to complete and achieve all mandatory units.

Unit 1: The Business Enterprise Environment   60 GLH
Unit 2: Researching a Concept for a New or Revised Product or Service   60 GLH
Unit 3: Promoting and Financing an Enterprise Idea   60 GLH
Unit 4: Planning and Pitching an Enterprise Idea   60 GLH

Equipped with the technical skills and behaviours required for the business sector, BTEC-qualified candidates can choose where they go next.

- **Apprenticeship**
  - A variety of apprenticeships within the business sector.

- **Employment**
  - Marketing Research Assistant
  - Business Development Advisor
  - Junior Business Account Assistant

- **Level 3 study**
  - BTEC Level 3 Nationals in Business
  - BTEC Level 3 Nationals in Enterprise and Entrepreneurship

**The skills to succeed - the confidence to progress**
BTEC Level 2 Technical Certificate in Customer Service Operations (240 GLH)

This is an ideal qualification for those intending to progress directly to employment within a customer service role, or to a customer service apprenticeship.

The course has been developed in consultation with employers in the customer service sector to ensure it enables learners to acquire the skills and behaviours that will give them the best opportunity to be successful when applying for work.

Learners need to complete and achieve all mandatory units.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Title</th>
<th>GLH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Customer Service Environment</td>
<td>60</td>
</tr>
<tr>
<td>2</td>
<td>Delivering Customer Service Face to Face</td>
<td>60</td>
</tr>
<tr>
<td>3</td>
<td>Delivering Digital Customer Service</td>
<td>60</td>
</tr>
<tr>
<td>4</td>
<td>Improving Customer Service</td>
<td>60</td>
</tr>
</tbody>
</table>

Equipped with the skills, knowledge and experience to succeed in the business sector, BTEC-qualified candidates can choose where they go next.

**Next steps for your learners...**

- **Apprenticeship**
  - Customer service practitioner (Level 2)
  - Customer experience specialist (Level 3)

- **Employment**
  - Customer Service Assistant
  - Call Centre Advisor
  - Sales Assistant

- **Level 3 study**
  - BTEC Level 3 Nationals in Business
  - BTEC Level 3 Nationals in Enterprise and Entrepreneurship
BTEC Level 2 Technical Certificate for the 
Events Assistant (240 GLH)

The events industry is wide ranging, from conferences to exhibitions, trade shows and leisure events. Being involved with planning and organising events can be exciting, challenging and rewarding.

This qualification is for learners who want to start a career that involves organising and delivering events. It is an ideal qualification for those who are intending to progress to direct employment in the events sector or to an apprenticeship.

The diversity of events creates dynamic and exciting employment opportunities across the world, and the skills that learners will develop are widely transferable.

Learners need to complete and achieve all mandatory units.

| Unit 1: Principles of Delivering Events | 60 GLH |
| Unit 2: Organising an Event | 60 GLH |
| Unit 3: Delivering Customer Service at Events | 60 GLH |
| Unit 4: Delivering an Event | 60 GLH |

Next steps for your learners...

Equipped with the technical skills and behaviours required for the business sector, BTEC-qualified candidates can choose where they go next.

- **Apprenticeship**: L3 Events Assistant
- **Employment**: 
  - Project Admin Assistant
  - Events Staff Booking Assistant
  - Live Events Project Assistant
- **Level 3 study**: 
  - BTEC Level 3 Nationals in Business
  - BTEC Level 3 Nationals in Enterprise and Entrepreneurship
BTEC Level 2 Technical Certificate in Retail Operations (240 GLH)

This qualification is designed for post-16 students and can be taken as part of a wider study programme. It is an ideal qualification for those who are intending to progress directly to employment within retail, or to a retail apprenticeship.

The retail sector is the UK’s largest private sector employer. The roles within retail operations are varied, linking the process of sourcing and buying products, marketing, displaying and selling.

Learners need to complete and achieve all mandatory units.

<table>
<thead>
<tr>
<th>Unit 1: The Retail Environment</th>
<th>60 GLH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 2: Delivering Customer Service in Retail</td>
<td>60 GLH</td>
</tr>
<tr>
<td>Unit 3: The Retail Buying and Selling Process</td>
<td>60 GLH</td>
</tr>
<tr>
<td>Unit 4: Creating a Retail Outlet</td>
<td>60 GLH</td>
</tr>
</tbody>
</table>

The skills to succeed - the confidence to progress

Next steps for your learners...

Equipped with the skills, knowledge and experience to succeed in the business sector, BTEC-qualified candidates can choose where they go next.

**Apprenticeship**
- Retail assistant (Level 2)
- Retail leader (Level 3)

**Employment**
- Retail Sales Assistant
- Sales Purchaser
- Stock Controller
- Retail Support Advisor

**Level 3 study**
- BTEC Level 3 Nationals in Business
- BTEC Level 3 Nationals in Enterprise and Entrepreneurship

Download your specification for full details at quals.pearson.com/BTECL2TechnicalsRetailGuide
BTEC Level 2 Technical Certificate in Marketing (240 GLH)

This qualification is for post-16 learners wishing to start a career in marketing. It has been developed in consultation with employers in the marketing sector to ensure that learners can acquire the skills and behaviours that provide the best opportunity to be successful when applying for work.

The roles within marketing are varied and include the process of researching initial product and service concepts to their development, advertising, and digital marketing, including relationship management of customers.

Learners need to complete and achieve all mandatory units and two optional units.

<table>
<thead>
<tr>
<th>Unit 1: Marketing in Business</th>
<th>60 GLH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 2: Marketing Activities</td>
<td>60 GLH</td>
</tr>
<tr>
<td>Unit 3: Digital Marketing Communication</td>
<td>60 GLH</td>
</tr>
<tr>
<td>Unit 4: Marketing Campaign</td>
<td>60 GLH</td>
</tr>
</tbody>
</table>

The skills to succeed - the confidence to progress
Course materials

To help you and your learners every step of the way, we’ve developed the course materials you need and more of what you told us you value most.

Whether you’re an experienced BTEC tutor or are new to the suite, you’ll find free content to help you plan, teach and prepare for assessment, as well as training events to get you set for the courses.

Explore your course materials at quals.pearson.com/BTECL2TechnicalsGuide
Published resources (paid for)

In addition to the free resources available we have also developed a suite of Learner Handbooks to provide unit-by-unit support for your BTEC Level 2 Technicals Business learners.

Learner handbooks are available for:

- BTEC Level 2 Technical Certificate
  - Business Administration
  - Business Enterprise
  - Customer Service

Learner Handbooks (digital)

Each of your Learner Handbooks are also available as eBook ActiveBooks. You can purchase these as single licences, or as multiple institutional licences so you have enough copies for all of your learners.

Order your evaluation copies at

www.pearsonfe.co.uk/BTECL2TechnicalsBusGuide

You do not need to purchase resources in order to deliver these qualifications.

Learner handbooks

Each Learner Handbook is packed with practical activities and planning support to help your learners get the most out of these exciting new courses.

- A complete unit-by-unit course companion for learners.
- Includes ‘Hands on’ and ‘Ready for Work?’ features to develop practical skills.
- Assessment practice activities and dedicated ‘Getting Ready for Assessment’ sections support preparation for assignments, tasks and external tests.
- An eBook ActiveBook licence is included in the price of each Learner Handbook - ideal for revision and reinforcement of key skills.
myBTEC

We know that as a teacher workload can be an issue, that’s why to help you save time we have designed myBTEC, a unique free service that aims to reduce your admin workload.

What myBTEC can do for you:

• **Saves you time** – for example when Internally Verifying an assignment brief, at least 50% of the questions are answered for you

• **Reduces your workload** – for example your assessment plan is produced automatically from your assignment briefs in myBTEC

• **Automatic grade tracking calculations**, so you know your students are on track

• **Easily export and download all documents**, information and results

• **Gives you the complete visibility of all courses**, assessment, internal verification and results at your centre, so you can check progress at anytime.

Simply login at mybtec.pearson.com with your Edexcel online details.

Find out more at quals.pearson.com/myBTEC

Training

We offer a range of events to help you in every aspect of planning, teaching and assessing your BTEC courses.

To make it as easy as possible for you to benefit from our training, many of our face-to-face events are available as online sessions, and you can request any of our events to be delivered as paid-for events in your centre.

Our programme of events:

• make it easy for you to access BTEC training how, when and where you need it

• offer qualification-based and role-based courses so you can choose which event is right for you

• are delivered by experts passionate about training

• provide opportunities to network and share ideas and best practice.

What’s more, our flexible range of high quality training events not only support your delivery of BTEC courses, but also help towards your continued professional development.

Book your place at quals.pearson.com/BTECL2TrainingGuide
New to BTEC?
If you’re thinking about delivering BTEC Level 2 Technicals and want to know more about what’s involved and the support we can provide, see our step-by-step guides at: quals.pearson.com/stepbystepBTEC
We’ve included guidance on:
- How to get started
- Building your BTEC team
- Quality assurance
- Internal assessment
- External assessment

Already teaching BTEC?
Remember you can find detailed information about key BTEC processes, forms and guidance materials at: quals.pearson.com/BTECsupport
You’ll also find all of the essential tools and forms on each of our dedicated qualifications pages, alongside your specifications and any additional resources specific to your BTEC.

Specialist help and advice
You’ve also access to our Business sector specialist subject advisors who will be happy to help with any support and advice you may need to help you deliver your BTEC Level 2 Technicals.

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TeachingBusiness@Pearson.com
@PearsonEconBus

Find out more at quals.pearson.com/BTECL2TechnicalsGuide
Assessment

The combination of assessment types for BTEC Level 2 Technicals means your learners can draw on and apply all their knowledge and skills to realistic time-based tasks they’ll also encounter in the workplace.

Assignments
Set and marked by you (internal assessment)

- The well-known BTEC assessment style.
- Resubmission of evidence (to improve grade) may be allowed within 15 days of learners receiving their original grade.
- If a submission or resubmission is not passed, one retake of a new assignment capped at Pass level may be allowed.

Task
Set and marked by Pearson (external assessment)

- Completed in controlled conditions with on-screen on demand tests.
- One resit is allowed.

Note: Assessments will vary for each course. See your specifications for more assessment details.

Grading

A learner’s final grade reflects their achievements across all units in their BTEC Level 2 Technical course.

- Every unit is individually graded as Pass, Merit or Distinction and this grade is then converted to a point score.
- The total points scored across all units make up the final qualification grade.
- To achieve an overall qualification grade, learners must gain at least a Pass grade in all units.

This means that tutors and employers can be confident that learners have understood and mastered the key technical and transferable skills, and industry knowledge to progress with their next steps.

Example of qualification grade calculation for BTEC Level 2 Technicals

<table>
<thead>
<tr>
<th>Certificate</th>
<th>Grade</th>
<th>Points threshold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>P</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>M</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>112</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit</th>
<th>GLH</th>
<th>Type</th>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>60</td>
<td>External</td>
<td>Merit</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>60</td>
<td>Internal</td>
<td>Merit</td>
<td>24</td>
</tr>
<tr>
<td>3</td>
<td>60</td>
<td>Internal</td>
<td>Distinction</td>
<td>32</td>
</tr>
<tr>
<td>4</td>
<td>60</td>
<td>Internal</td>
<td>Distinction</td>
<td>32</td>
</tr>
</tbody>
</table>

\[
\text{Total points} = 240 \\
\text{Final qualification grade} = \text{D} \\
\]

The learner has sufficient points for a DD grade.

Grade calculation valuations will vary for each course. See your specifications for more details.
BTEC for Level 2

In addition to the new BTEC Level 2 Technicals, our tried-and-trusted BTEC Firsts are also still available.

Also available for your post-16 Level 2 learners

BTEC Firsts

BTEC Firsts continue to be popular, offering learners progression routes to further study, an apprenticeship or employment.

If you’re already teaching BTEC Firsts, you can continue to offer these for learners registering in September 2018 and 2019 or you can choose to progress to the new BTEC Level 2 Technicals.

For more information contact our subject advisors who will be happy to help with any information about delivering these qualifications, or any questions you may have about teaching the new BTEC Level 2 Technicals. (See page 34 for their contact details.)

Available in a range of sizes, the following BTEC Firsts are available for the business sector*:


*Please see web page for details of last registration dates.

Download your specification at quals.pearson.com/BTECFirstsGuide
BTEC for Levels 1 and 3

We’ve also developed a range of BTEC Business sector qualifications for Level 1 and Level 3 learners.

**For Level 1 post-16 learners**

**BTEC Level 1 Introductory qualifications**

Graded, unit-based qualifications designed to develop transferable and sector skills so your post-16 learners can progress to further study, apprenticeships or training.

BTEC Level 1 Introductory qualifications are available for:

- Business
- Vocational Studies

**For Level 3 post-16 learners**

**BTEC Level 3 Nationals**

Modern, work-related qualifications with clear purpose and defined progression routes into higher education or employment.

BTEC Level 3 Nationals qualifications for the business sectors are available for:

- Business
- Enterprise and Entrepreneurship

Download your specifications at quals.pearson.com/BTECL1IntroGuide

Download your specifications at quals.pearson.com/BTECNats16and17Guide
Next Steps...

🔗 Explore the specifications and sample assessment materials at quals.pearson.com/BTECL2TechnicalGuide
✉️ Sign up for updates at quals.pearson.com/BTECL2TechnicalUpdateGuide
🐦 Follow us @teachBTEC

Ask away...

If you’ve got any questions about teaching the new courses, your Subject Advisors are here to help:

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