

		22	23	24	25
		Annual Meeting		Conference (skype)	
27	28	29	30	31	

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**.

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The skills to succeed - the confidence to progress

Your BTEC Level 2 Technicals at a glance

What are they?



Level 2 courses
in various sectors

16+

For post-16
learners



Designed with input from
tutors, employers and
professional bodies



Developed to meet
performance measures
in England

How do they work?



Build
knowledge



Master skills



Learn from
professionals



Apply in
practice

Where can they lead?



Employment



Apprenticeship



Further technical study
at Level 3

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



Build
knowledge

- ✓ 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.



Master
skills

- ✓ 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.



Learn from
professionals

- ✓ 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.



Apply in
practice

- ✓ **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.

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:

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.

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	Mandatory
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



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.

Unit 1: The Business Enterprise Environment	60 GLH	Mandatory
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	

Learners need to complete and achieve all mandatory units.

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**
 - » 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

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.

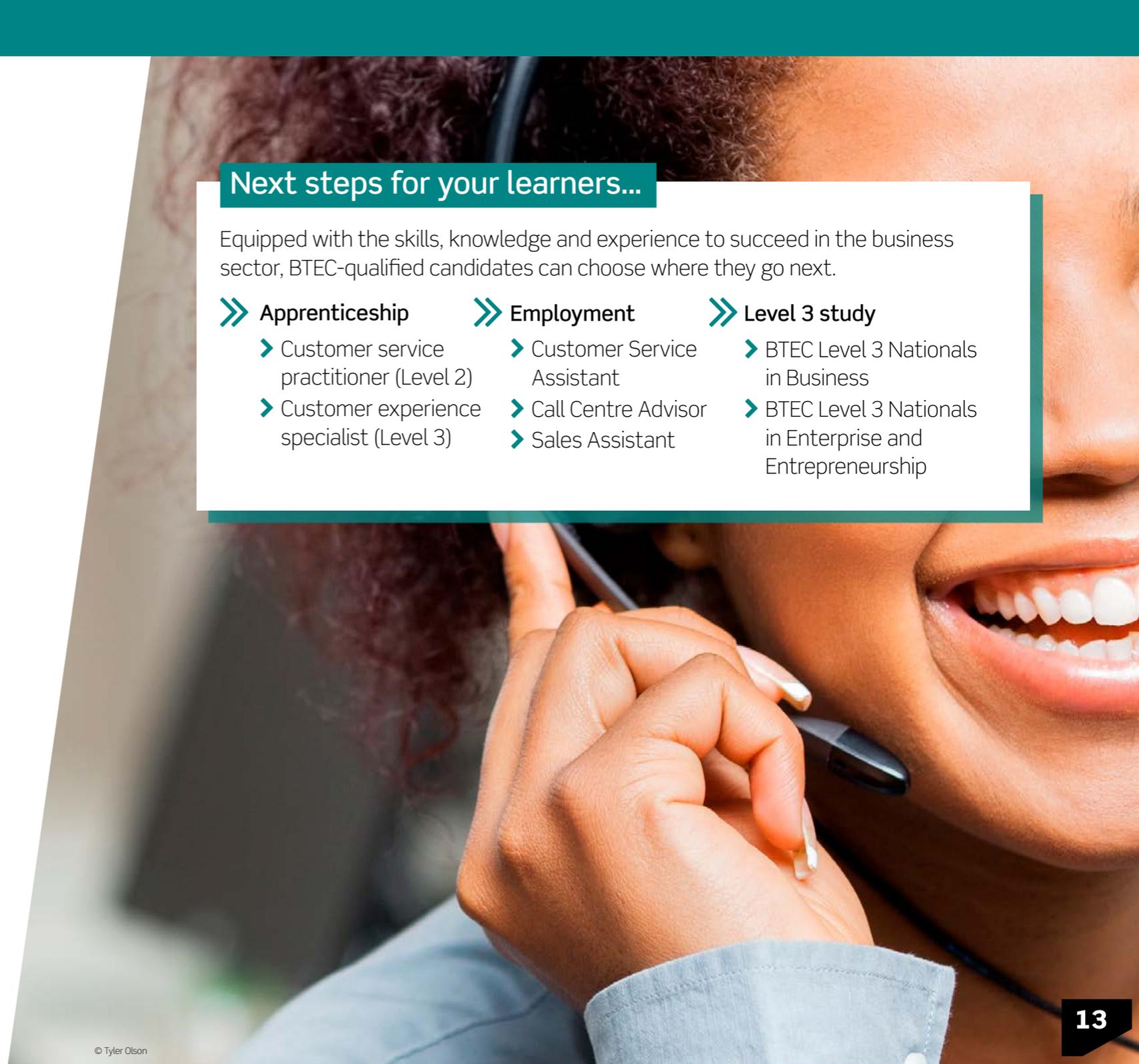
Unit 1: The Customer Service Environment	60 GLH	Mandatory
Unit 2: Delivering Customer Service Face to Face	60 GLH	
Unit 3: Delivering Digital Customer Service	60 GLH	
Unit 4: Improving Customer Service	60 GLH	

Learners need to complete and achieve all mandatory 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**
 - » 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.

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

Learners need to complete and achieve all mandatory units.

Next steps for your learners...

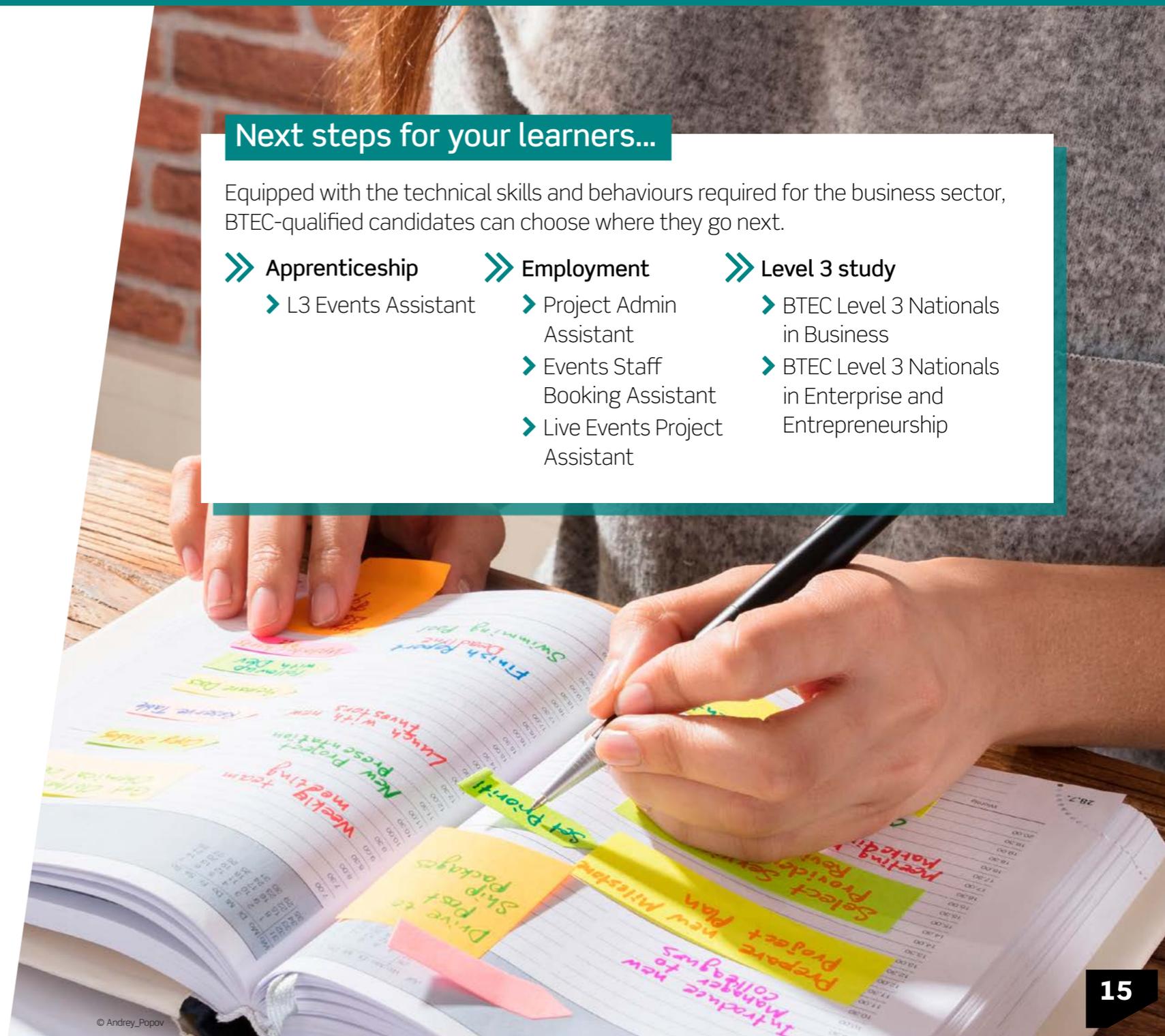
Equipped with the technical skills and behaviours required for the business sector, BTEC-qualified candidates can choose where they go next.

- **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.

Unit 1: The Retail Environment	60 GLH	Mandatory
Unit 2: Delivering Customer Service in Retail	60 GLH	
Unit 3: The Retail Buying and Selling Process	60 GLH	
Unit 4: Creating a Retail Outlet	60 GLH	

Learners need to complete and achieve all mandatory 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

- » 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

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.

Unit 1: Marketing in Business	 60 GLH	Mandatory
Unit 2: Marketing Activities	 60 GLH	
Unit 3: Digital Marketing Communication	 60 GLH	
Unit 4: Marketing Campaign	 60 GLH	

Learners need to complete and achieve all mandatory units and two optional 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**
 - » A variety of apprenticeships within the business sector.
- » Employment**
 - » Marketing and Branding Assistant
 - » Marketing and Communications Assistant.
- » Level 3 study**
 - » BTEC Level 3 Nationals in Business
 - » BTEC Level 3 Nationals in Enterprise and Entrepreneurship



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.

Plan

Get to know your courses

> Specifications

Detailed structure and unit-by-unit breakdown of content, learning aims and suggestions for activities.

> Sample Assessment Materials

Provide you with examples of what will be required for externally assessed units.

Teach

Support for teaching and learning

> Schemes of Learning

Provide suggested teaching and learning activities along with estimated teaching time required for each unit.

> Delivery plans

Include examples of 6 month and 12 month options each with week-by-week breakdowns to help with planning and assessment.

Assess and Track

Progress monitoring and preparation for assessments

> Guidance

- Quality Assurance Handbook
- Standardisation Training
- Standards Verifier Visit
- Quality Review Visit

> Templates and Tools

- myBTEC: Assignments Wizard
- myBTEC: ProgressTracking

Develop

Training to help you make the most of your courses

> Training Events

We offer a range of training events both online and face-to-face including Network events where you can share ideas and best practice. See page 25 for details.

> CPD

Our training events can also help towards your continued professional development.

Teaching BTEC Level 2 Technicals

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:



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.

Learner Handbook ActiveBooks (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.



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.



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.





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.



Colin Leith (Business)

📞 UK: 020 7010 2182

📞 Intl: +44 (0)20 7010 2182

✉ TeachingBusiness@Pearson.com

🐦 @PearsonEconBus

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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

Certificate	
Grade	Points threshold
P	64
M	88
D	112

Calculation of qualification grade table

Unit	GLH	Type	Grade	Points
1	60	External	Merit	24
2	60	Internal	Merit	24
3	60	Internal	Distinction	32
4	60	Internal	Distinction	32
	240		D	112

Example

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

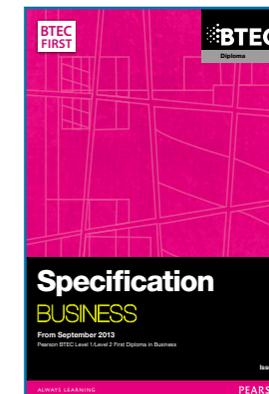
BTEC Firsts continue to be popular, offering learners progression routes to further study, an apprenticeship or employment.

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*:

- **BTEC Firsts in Business (2012):** Award, Certificate, Extended Certificate and Diploma.



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

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**



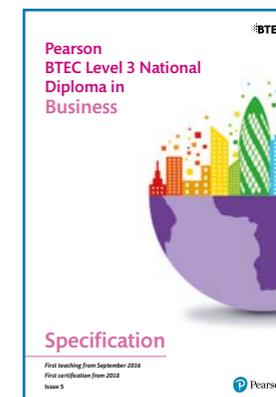
For Level 3 post-16 learners

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**



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](https://twitter.com/teachBTEC)

Ask away...

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



Colin Leith (Business)

-  UK: 020 7010 2182
-  Intl: +44 (0)20 7010 2182
-  TeachingBusiness@Pearson.com
-  [@PearsonEconBus](https://twitter.com/PearsonEconBus)