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## **Comparing unit content**

# BUSINESS

Edexcel BTEC Level 1/Level 2 First Award in Business (NQF)

Edexcel BTEC Level 2 First Extended Certificate in Business (QCF)

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## BUSINESS

## BTEC First Award in Business (NQF) and BTEC Level 2 First Extended Certificate in Business (QCF)

### Comparing unit content

This table maps the content of the new **BTEC First Award in Business for level 2 learners** (NQF), shown in the left hand column, against the content of the current **BTEC Level 2 First Extended Certificate in Business** (QCF) in the right hand column.

This mapping will help you transition from one specification to the other by highlighting where there are changes in content, particularly where there is new content which will need to be delivered to help your learners prepare for the new assessment.

In order to make the table easy to use and to demonstrate new content we have used a ‘traffic lights’ colour scheme as follows:

- **GREEN** - covered. In this case the content in the 2012 BTEC First Award (NQF) is very close indeed to the existing BTEC Level 2 First Extended Certificate (QCF). In the right hand column the title of the relevant unit and learning outcome (LO) is identified.
- **YELLOW** - partially covered. In this case the content is partially covered, perhaps in learning outcomes in more than one unit from the BTEC Level 2 First Extended Certificate (QCF). Where there is some additional knowledge in the 2012 BTEC, this is stated in the left hand column under the heading **NEW CONTENT**
- **RED** - not covered. In this case the content in the 2012 BTEC First Award (NQF) is new. It will appear in the left hand column so you can see immediately what you will need to teach.

We hope you find this at-a-glance guide useful and that you enjoy your new course.

Note: This table applies to content only. You will need to assess learners against the new assessment criteria. All information is provisional. It is correct at the time of going to press but is subject to change.

## Unit 1: Enterprise in the Business World

Edexcel BTEC Level 1/Level 2 First Award in Business (NQF)	Edexcel BTEC Level 2 First Extended Certificate in Business (QCF)
<b>Unit 1 – Learning aim A: Know how trends and the current business environment may impact on a business</b>	
A.1 Finding information	Partially covered in: <ul style="list-style-type: none"> <li>Unit 17: Starting a Small Business* LO1 Be able to present the initial business idea using relevant criteria.</li> </ul> However, there is new content. <p>*Please note that Unit 17: Starting a Small Business is a Level 3 unit.</p>
A.2 Factors to consider in the current business environment	Partially covered in: <ul style="list-style-type: none"> <li>Unit 1: Business Purposes LO2 Understand the business context in which organisations operate.</li> <li>Unit 17: Starting a Small Business* LO1 Be able to present the initial business idea using relevant criteria.</li> </ul> However, there is new content. <p>*Please note that Unit 17: Starting a Small Business is a Level 3 unit.</p>
A.3 Trends affecting business	Partially covered in: <ul style="list-style-type: none"> <li>Unit 17: Starting a Small Business* LO1 Be able to present the initial business idea using relevant criteria.</li> </ul>
A.4 Size of business and type	Fully covered in: <ul style="list-style-type: none"> <li>Unit 1: Business Purposes LO1 Understand the purpose and ownership of business.</li> </ul> There are clearer definitions of business size in the NQF unit.
<b>Unit 1 – Learning aim B: Plan an idea for a new business</b>	
B.1 How business ideas can be successful	<b>Not covered</b>
B.2 Business ideas	<b>Not covered</b>
B.3 Assessing the suitability of a business idea	Partially covered in: <ul style="list-style-type: none"> <li>Unit 17: Starting a Small Business* LO1 Be able to present the initial business idea using relevant criteria.</li> </ul>

● Covered   
 ● Partially covered   
 ● Not covered

B.4 Producing an initial plan for a business idea	<p>Partially covered in:</p> <ul style="list-style-type: none"> <li>Unit 1: Business Purposes LO1 Understand the purpose and ownership of business.</li> <li>Unit 17: Starting a Small Business* LO3 Know the legal and financial aspects that will affect the start up of the business.</li> </ul> <p>However, there is new content.</p> <p>*Please note that Unit 17: Starting a Small Business is a Level 3 unit.</p>
<b>Unit 1 – Learning aim C: Present a business model for a business start-up</b>	
C.1 Choice of format	<p>Partially covered in:</p> <ul style="list-style-type: none"> <li>Unit 1: Business Purposes LO1 Understand the purpose and ownership of business.</li> <li>Unit 17: Starting a Small Business* LO3 Know the legal and financial aspects that will affect the start up of the business.</li> </ul> <p>However, there is new content.</p> <p>*Please note that Unit 17: Starting a Small Business is a Level 3 unit.</p>
C.2 Sources of help and support in developing a new business	<p>Partially covered in:</p> <ul style="list-style-type: none"> <li>Unit 16: Business Enterprise LO3 Understand how to start and run a business.</li> </ul> <p>However, there is new content.</p>
C.3 Business model	<p>Partially covered in:</p> <ul style="list-style-type: none"> <li>Unit 16: Business Enterprise LO3 Understand how to start and run a business.</li> <li>Unit 17: Starting a Small Business* LO4 Be able to produce an outline business start-up proposal.</li> </ul> <p>However, there is new content.</p> <p>*Please note that Unit 17: Starting a Small Business is a Level 3 unit.</p>

● Covered   
● Partially covered   
● Not covered

## Unit 2: Finance for Business

Edexcel BTEC Level 1/Level 2 First Award in Business (NQF)	Edexcel BTEC Level 2 First Extended Certificate in Business (QCF)
<b>Unit 2 – Learning aim A: Understand the costs involved in business and how businesses make a profit</b>	
A.1 Understand the costs involved in business	Fully covered in: <ul style="list-style-type: none"> <li>Unit 3: Financial Forecasting for Business LO1 Know about costs, revenue and profit in a business organisation.</li> </ul>
A.2 Understand how businesses make a profit	Fully covered in: <ul style="list-style-type: none"> <li>Unit 3: Financial Forecasting for Business LO1 Know about costs, revenue and profit in a business organisation.</li> </ul>
<b>Unit 2 – Learning aim B: Understand how businesses plan for success</b>	
B.1 Understand the planning tools businesses use to predict when they will start making a profit	Fully covered in: <ul style="list-style-type: none"> <li>Unit 3: Financial Forecasting for Business LO2 Be able to prepare a break-even analysis.</li> </ul>
B.2 Understand the tools businesses use to plan for success	Fully covered in: <ul style="list-style-type: none"> <li>Unit 3: Financial Forecasting for Business LO3 Be able to create a cash flow forecast.</li> </ul>
<b>Unit 2 – Learning aim C: Understand how businesses measure success and identify areas for improvement</b>	
C.1 Understand how businesses measure success	Partially covered in: <ul style="list-style-type: none"> <li>Unit 15: Bookkeeping for Business LO2 Be able to create trading and profit and loss accounts and a balance sheet.</li> </ul> <p>However, there is new content.</p>
C.2 Understand how businesses can be more successful	<b>Not covered</b>

● Covered   
● Partially covered   
● Not covered

## Unit 3: Promoting a Brand

Edexcel BTEC Level 1/Level 2 First Award in Business (NQF)	Edexcel BTEC Level 2 First Extended Certificate in Business (QCF)
<b>Unit 3 – Learning aim A: Explore the use of branding and the promotional mix in business</b>	
A.1 The importance of branding to businesses	Partially covered in: <ul style="list-style-type: none"> <li>Unit 21: Promoting and Branding in Retail Business LO2 Understand the importance of branding and promotion to retail businesses.</li> </ul> However, there is new content.
A.2 Promotion in businesses	Fully covered in: <ul style="list-style-type: none"> <li>Unit 21: Promoting and Branding in Retail Business LO2 Understand the importance of branding and promotion to retail businesses.</li> </ul>
A.3 Elements of the promotional mix and their purposes	Partially covered in: <ul style="list-style-type: none"> <li>Unit 19: The Marketing Plan LO1 Understand marketing concepts used by businesses.</li> </ul> However, there is new content.
A.4 Promotional activities in business	<b>Not covered</b>
<b>Unit 3 – Learning aim B: Develop and promote a brand for a business</b>	
B.1 Branding methods and techniques	Partially covered in: <ul style="list-style-type: none"> <li>Unit 21: Promoting and Branding in Retail Business LO3 Be able to develop and promote a brand for a retail channel.</li> </ul> However, there is new content.
B.2 Promoting a brand	Partially covered in: <ul style="list-style-type: none"> <li>Unit 21: Promoting and Branding in Retail Business LO3 Be able to develop and promote a brand for a retail channel.</li> <li>Unit 19: The Marketing Plan LO1 Understand marketing concepts used by businesses.</li> </ul> However, there is new content.

● Covered   
 ● Partially covered   
 ● Not covered

## Unit 4: Principles of Customer Service

Edexcel BTEC Level 1/Level 2 First Award in Business (NQF)	Edexcel BTEC Level 2 First Extended Certificate in Business (QCF)
<b>Unit 4 – Learning aim A: Understand how businesses provide customer service</b>	
A.1 The meaning of customer service	Fully covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO1 Know how customer service is provided in business.</li> </ul>
A.2 Different customer service roles in a business	<b>Not covered</b>
A.3 The different types of customer service businesses have	<b>Not covered</b>
A.4 Customer satisfaction	Fully covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO1 Know how customer service is provided in business and LO3 Understand how consistent and reliable customer service contributes to customer satisfaction.</li> </ul>
A.5 Different ways that businesses can provide consistent and reliable customer service	Fully covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO3 Understand how consistent and reliable customer service contributes to customer satisfaction.</li> </ul>
A.6 The effect of good customer service on the reputation of a business	Fully covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO1 Know how customer service is provided in business.</li> </ul>
A.7 Different ways of exceeding customer expectations	Partially covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO4 Know how to monitor and evaluate customer service within an organisation</li> </ul> However, there is new content.
A.8 Providing effective customer service through organisational procedures	Partially covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO4 Know how to monitor and evaluate customer service within an organisation</li> </ul>

● Covered   
 ● Partially covered   
 ● Not covered

A.9 Complying with legislative and regulatory customer service requirements	Partially covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO4 Know how to monitor and evaluate customer service within an organisation.</li> </ul> However, there is new content.
<b>Unit 4 – Learning aim B: Demonstrate appropriate customer service skills in different situations</b>	
B.1 Customers	Fully covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO1 Know how customer service is provided in business.</li> </ul>
B.2 Skills required to deliver consistent and reliable customer service	Fully covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO2 Be able to apply appropriate presentation and interpersonal skills in customer service situations.</li> </ul>
B.3 Developing customer service skills	Partially covered in: <ul style="list-style-type: none"> <li>Unit 11: Customer Relations in Business LO2 Be able to apply appropriate presentation and interpersonal skills in customer service situations.</li> </ul> However, there is new content.
B.4 Limits of authority	<b>Not covered</b>

## Unit 5: Sales and Personal Selling

Edexcel BTEC Level 1/Level 2 First Award in Business (NQF)	Edexcel BTEC Level 2 First Extended Certificate in Business (QCF)
<b>Unit 5 – Learning aim A: Explore the role of sales staff</b>	
A.1 The functions of the role of sales staff	Fully covered in: <ul style="list-style-type: none"> <li>Unit 10: Personal Selling in Business LO1 Understand the role of sales staff.</li> </ul>
A.2 The skills that sales staff should have	Fully covered in: <ul style="list-style-type: none"> <li>Unit 10: Personal Selling in Business LO1 Understand the role of sales staff.</li> </ul>

● Covered   
● Partially covered   
● Not covered



A.3 The knowledge that sales staff should have	Fully covered in: <ul style="list-style-type: none"> <li>Unit 10: Personal Selling in Business LO1 Understand the role of sales staff.</li> </ul>
A.4 The process of personal selling and additional aspects of the role of sales staff	Partially covered in: <ul style="list-style-type: none"> <li>Unit 10: Personal Selling in Business LO2 Be able to demonstrate personal selling skills and processes.</li> </ul> However, there is new content.
<b>Unit 5 – Learning aim B: Demonstrate personal selling skills and processes</b>	
B.1 Demonstrate personal selling skills	Partially covered in: <ul style="list-style-type: none"> <li>Unit 10: Personal Selling in Business LO2 Be able to demonstrate personal selling skills and processes</li> </ul> However, there is new content.
B.2 Demonstrate personal selling processes	Partially covered in: <ul style="list-style-type: none"> <li>Unit 10: Personal Selling in Business LO2 Be able to demonstrate personal selling skills and processes.</li> </ul> However, there is new content.

## Unit 6: Introducing Retail Business

Edexcel BTEC Level 1/Level 2 First Award in Business (NQF)	Edexcel BTEC Level 2 First Extended Certificate in Business (QCF)
<b>Unit 6 – Learning aim A: Explore the structure and organisation of retail business</b>	
A.1 The nature of retailing	<b>Not covered</b>
A.2 Retail sub-sectors	Partially covered in: <ul style="list-style-type: none"> <li>Unit 21: Promoting and Branding in Retail Business LO1 Understand the structure of retail businesses and their supply chains.</li> </ul>
A.3 Retail business ownership	<b>Not covered</b>
A.4 Retail outlets	Partially covered in: <ul style="list-style-type: none"> <li>Unit 21: Promoting and Branding in Retail Business LO1 Understand the structure of retail businesses and their supply chains.</li> </ul>

● Covered
● Partially covered
● Not covered

A.5 Non-outlet retailing	Partially covered in: <ul style="list-style-type: none"> <li>Unit 21: Promoting and Branding in Retail Business LO1 Understand the structure of retail businesses and their supply chains.</li> </ul>
A.6 Location	Partially covered in: <ul style="list-style-type: none"> <li>Unit 21: Promoting and Branding in Retail Business LO1 Understand the structure of retail businesses and their supply chains.</li> </ul>
A.7 Jobs in retail business	<b>Not covered</b>
A.8 Supporting retail businesses	<b>Not covered</b>
A.9 Aims and objectives	Partially covered in: <ul style="list-style-type: none"> <li>Unit 2: Business Organisations LO1 Be able to set business aims and objectives.</li> </ul>
A.10 Measuring performance	<b>Not covered</b>
<b>Unit 6 – Learning aim B: Investigate the relationship between retail business and the external environment</b>	
B.1 Retail business in the UK	<b>Not covered</b>
B.2 Doing business with the rest of the world	<b>Not covered</b>

## Unit 7: Providing Business Support

Edexcel BTEC Level 1/Level 2 First Award in Business (NQF)	Edexcel BTEC Level 2 First Extended Certificate in Business (QCF)
<b>Unit 7 – Learning aim A: Understand the purpose of providing business support</b>	
A.1 Types of support	Fully covered in: <ul style="list-style-type: none"> <li>Unit 6: Providing Business Support LO1 Understand the purpose of providing business support.</li> </ul>
A.2 The purpose of providing business support	Fully covered in: <ul style="list-style-type: none"> <li>Unit 6: Providing Business Support LO1 Understand the purpose of providing business support.</li> </ul>

● Covered   
● Partially covered   
● Not covered

**Unit 7 – Learning aim B: Use office equipment safely for different purposes**

B.1 Office equipment	Fully covered in: <ul style="list-style-type: none"> <li>Unit 6: Providing Business Support LO2 Be able to carry out office work safely.</li> </ul>
B.2 Working safely	Fully covered in: <ul style="list-style-type: none"> <li>Unit 6: Providing Business Support LO2 Be able to carry out office work safely.</li> </ul>

**Unit 7 – Learning aim C: Organise and provide support for meetings**

C.1 Types of meeting	Fully covered in: <ul style="list-style-type: none"> <li>Unit 6: Providing Business Support LO3 Be able to organise and provide support for meetings.</li> </ul>
C.2 Organising meetings	Fully covered in: <ul style="list-style-type: none"> <li>Unit 6: Providing Business Support LO3 Be able to organise and provide support for meetings.</li> </ul>
C. 3 Supporting meetings	Fully covered in: <ul style="list-style-type: none"> <li>Unit 6: Providing Business Support LO3 Be able to organise and provide support for meetings.</li> </ul>
C.4 Follow-up activities	Fully covered in: <ul style="list-style-type: none"> <li>Unit 6: Providing Business Support LO3 Be able to organise and provide support for meetings.</li> </ul>

● Covered   
● Partially covered   
● Not covered

## Unit 8: Recruitment, Selection and Employment

Edexcel BTEC Level 1/Level 2 First Award in Business (NQF)	Edexcel BTEC Level 2 First Extended Certificate in Business (QCF)
<b>Unit 8 – Learning aim A: Know about job roles and functional areas in business</b>	
A.1 Organisational structures and functional areas	Fully covered in: <ul style="list-style-type: none"> <li>Unit 2: Business Organisations LO1 Be able to set business aims and objectives and LO2 Understand the main functional areas in business organisations.</li> </ul>
A.2 Job roles and responsibilities	Partially covered in: <ul style="list-style-type: none"> <li>Unit 4: People in Organisations LO1 Know about job roles and their functions in organisations.</li> </ul> However, there is new content.
<b>Unit 8 – Learning aim B: Produce documentation for specific job roles</b>	
B.1 Recruitment	<b>Not covered</b>
B.2 Developing a job description and person specification	Fully covered in: <ul style="list-style-type: none"> <li>Unit 4: People in Organisations LO2 Be able to produce documentation for specific job roles.</li> </ul>
B.3 Contents of a job description	Fully covered in: <ul style="list-style-type: none"> <li>Unit 4: People in Organisations LO2 Be able to produce documentation for specific job roles.</li> </ul>
B.4 Contents of a person specification	Fully covered in: <ul style="list-style-type: none"> <li>Unit 4: People in Organisations LO2 Be able to produce documentation for specific job roles.</li> </ul>
B.5 Applying for jobs	Fully covered in: <ul style="list-style-type: none"> <li>Unit 4: People in Organisations LO2 Be able to produce documentation for specific job roles.</li> </ul> However, there is new content.

● Covered   
 ● Partially covered   
 ● Not covered

**Unit 8 – Learning aim C: Demonstrate interview skills and plan career development**

C.1 Job interviews	<p>Fully covered in:</p> <ul style="list-style-type: none"> <li>Unit 4: People in Organisations LO2 Be able to produce documentation for specific job roles.</li> </ul> <p>However, there is new content.</p>
C.2 Personal audit	<p>Fully covered in:</p> <ul style="list-style-type: none"> <li>Unit 4: People in Organisations LO3 Be able to prepare for employment and plan career development.</li> </ul>
C.3 Career development	<p>Fully covered in:</p> <ul style="list-style-type: none"> <li>Unit 4: People in Organisations LO3 Be able to prepare for employment and plan career development.</li> </ul>

● Covered   
 ● Partially covered   
 ● Not covered

