

# Pearson BTEC Nationals in Business from 2016





## **Your Introductory Guide at a glance**

**Introducing your new BTEC Nationals  
in Business**

**Flexible choice of subjects and  
course sizes**

**Students apply learning through a  
range of practical assessments**

**Performance measures in England**

**Step-by-step support available online,  
by phone and in person**



# Introducing your new BTEC Nationals in Business

## Step into your future

After two years of creative debate, the BTEC Nationals Consultation Community closed its doors in May 2015; we'd like to thank everyone who's given their time to help shape the new qualifications.

Here's a first look at your new BTEC Nationals in Business for courses starting in September 2016:

### Vocational courses developed with teachers, employers and universities

With input from over 5,000 teachers, employers and higher education institutions, your new BTEC Nationals in Business combine up-to-date industry knowledge with the right balance of the practical, research and behavioural skills your students need to succeed in higher education and in their careers. Some of the organisations we've worked to create your new courses with include: John Lewis, Barclays, CMI and CIPS.

### Flexible choice of subjects and course sizes

You can choose from a range of course sizes, each with a clear purpose supporting progression towards a career or further study. This flexibility means, your students can keep their options open and be confident they're choosing the right course to suit their study programme. And if you have students committed to a specialist career path, you can also offer the new stand-alone course in Retail.

### Students apply learning through a range of practical assessments

Your new BTEC Nationals in Business use a combination of assessment styles to give your students confidence they can apply their knowledge to succeed in the workplace – and have the study skills to continue learning on higher education courses and throughout their career. This range of vocational assessments – both practical and written – mean students can showcase their learning and achievements to best effect when they take their next step, whether that's supporting applications to higher education courses or potential employers.

### Step-by-step support available online, on the phone and in person

There's step-by-step support for the new BTEC Nationals courses including:

- **BTEC core toolkit:** free-to-access core content and training with more examples of the materials you value the most
- **Optional extras** – a range of paid-for services including textbooks, training and digital services
- **Our friendly subject experts** who are only an email or a phone call away.

### Trusted to support student success

For over 30 years, top quality teaching has led to more BTEC students progressing to higher education than ever before; in 2013, over three times more students started UK higher education courses with a mix of A levels and BTEC Nationals than in 2008\*.

Employers also seek out BTEC-qualified students: 4 out of 5 BTEC students who progressed into employment considered BTEC as an important stepping stone towards their dream job.\*\*

We hope the new courses will give you confidence to continue choosing BTEC to empower your students to fulfil their potential. If you want to know more, drop us an email or give us a ring. Or sign up for one of our autumn term launch events at [quals.pearson.com/BTECNationalsLaunch](http://quals.pearson.com/BTECNationalsLaunch).

See you there!

Best wishes

*Colin Leith, Business Subject Advisor*

*Laura Hall, Business Manager, Business and Enterprise.*

\*Higher Education Statistics Agency

\*\*London Economics Report, 2010

# Introducing your new BTEC Nationals in Business from 2016



## What's new?

For your new BTEC Nationals courses, we're building on what you've told us you value most:

- the flexible range of course sizes
- up-to-date, vocational content
- a practical approach to assessment
- credibility with higher education and employers to support student progression.

You've also given us plenty of feedback about the developments you'd like to see – and you asked us for advance notice of what's new and improved.

So here are the first headlines – you can find out more in the *Guide*:

### **Clear purpose and progression**

Choose the course that best meets your students' curriculum and progression needs.

### **Larger core of mandatory units**

A solid foundation for all students.

### **Career-specialist qualifications**

Retail is available alongside the traditional Business suite of linked courses.

### **Wide range of practical assessments**

Assessment through relevant tasks and written tests set by Pearson alongside the traditional, centre-set assignments.

### **Comprehensive course support**

More examples of what you need the most.



If you want to discuss your new courses and look in more detail at what the changes will mean for you, we're here to help.

You can get in contact with me – or one of my colleagues in the Business subject team – over the phone or by email, and I'll post regular updates on the Business subject pages as well at [quals.pearson.com/business](https://quals.pearson.com/business).

We can talk through any queries you have including getting ready to teach; teaching and learning resources; preparing for assessment; accountability measures and funding; or support for student progression.

Nothing beats talking in person, and I hope you can join us at one of the autumn term launch events. They're a great opportunity to dig into the nuts and bolts of the course and the support – and to share ideas and experiences with fellow BTEC teachers around the country.

You can choose an online or face-to-face event – whichever suits your needs. Have a look on our website and book onto an event near you at [quals.pearson.com/BTECNationalsLaunch](https://quals.pearson.com/BTECNationalsLaunch).

**Find out more**

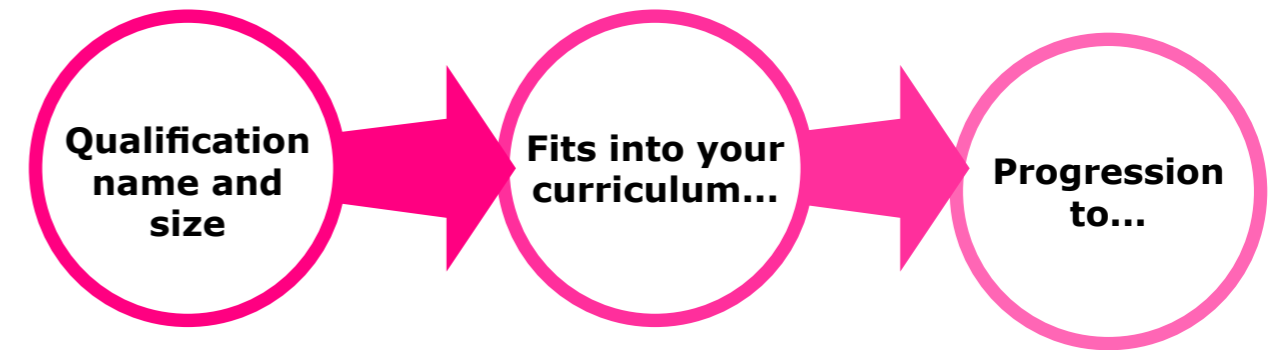
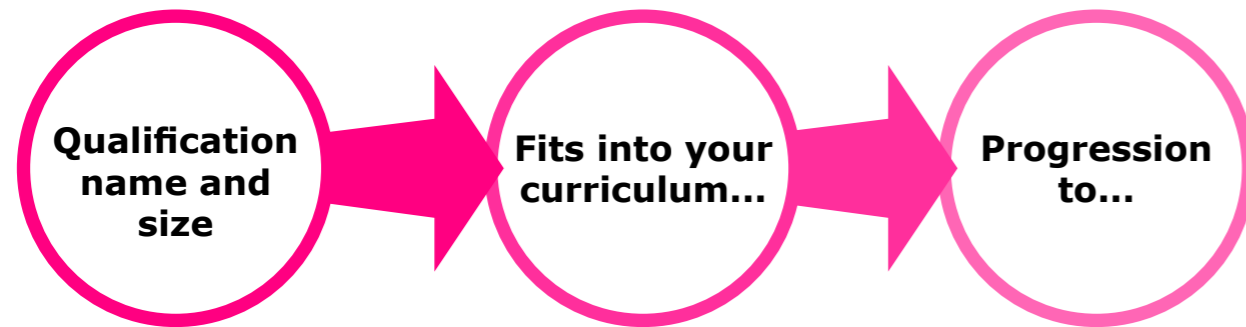


# Flexible choice of subjects and course sizes

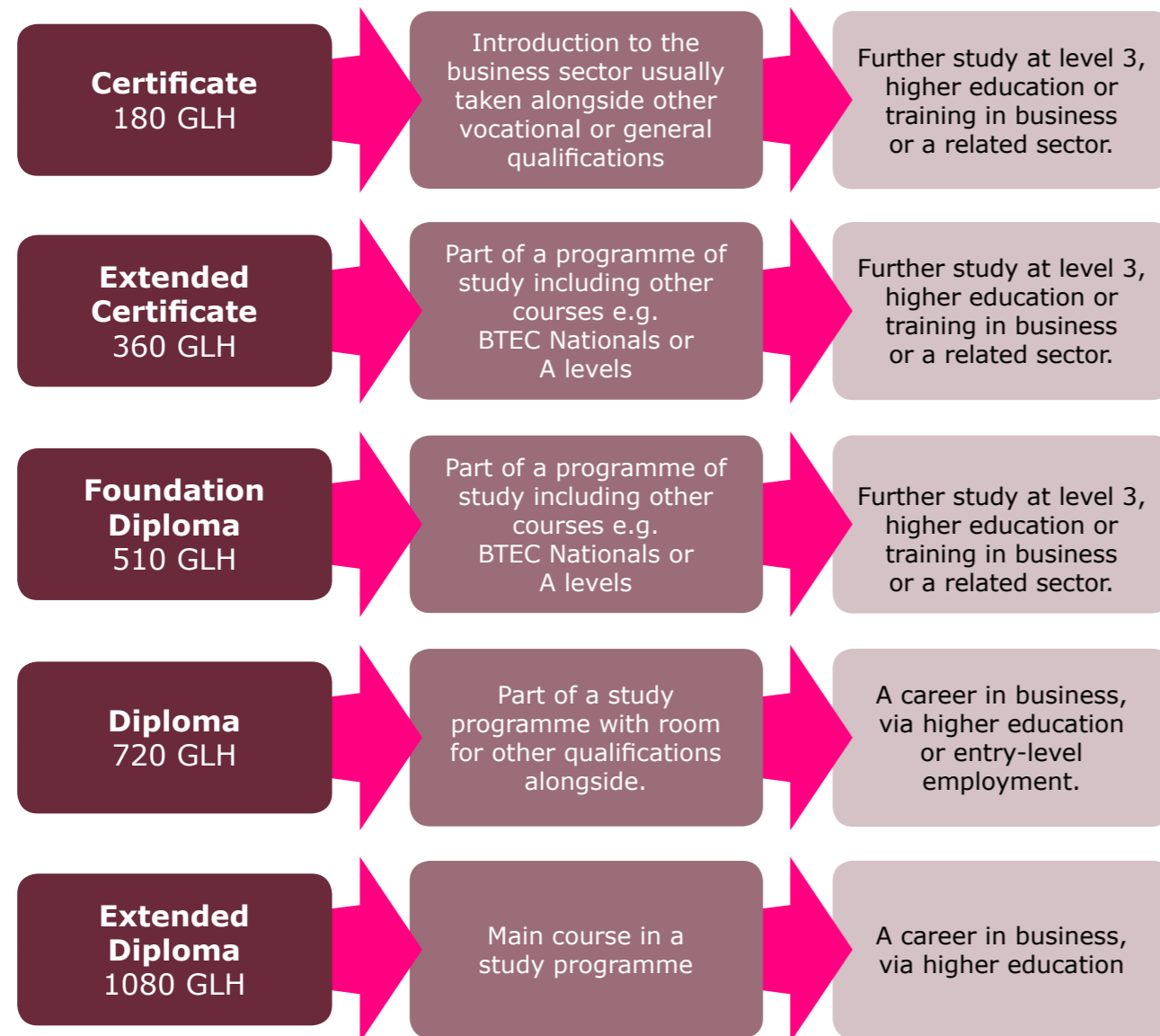


## Purpose and progression

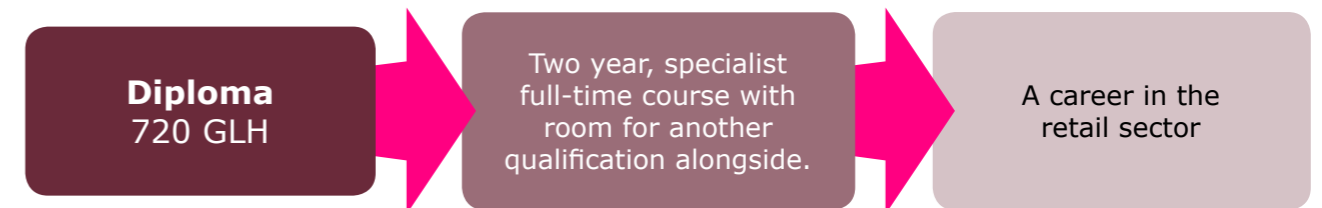
We've worked with educators and employers to develop our new BTEC Nationals in Business to ensure they contain the content and flexibility you need to support your BTEC learners in developing the skills they need. That means you can be confident they'll 'hit the ground running' when they move on to the next stage of their lives, whether that's into further study, or employment.



### Business



### Retail



# Flexible choice of subjects and course sizes



## Qualification structure – your Business courses at a glance

With BTEC Nationals in Business, you have the flexibility to choose the right course to support your students' progression at every stage in their study programme.

In addition to the clear purpose and progression, each course is designed as part of a suite, which means your students can keep their options open and you can still recognise their achievements if their needs change.

We're also offering a balanced range of assessment methods, so your learners can demonstrate their knowledge of the sector in a range of scenarios, supporting their next step to higher education or into a career. [Find out more about assessment.](#)

### Business

<b>Certificate</b> 180 GLH
<b>TOTAL: 2 UNITS</b>
<b>2 MANDATORY UNITS</b>
1. Exploring Business (90 GLH)
2. Developing a Marketing Campaign (90 GLH)
<b>0 OPTIONAL UNITS</b>

<b>Extended Certificate</b> 360 GLH
<b>TOTAL: 4 UNITS</b>
<b>3 MANDATORY UNITS</b>
1. Exploring Business (90 GLH)
2. Developing a Marketing Campaign (90 GLH)
3. Personal and Business Finance (120 GLH)
<b>1 OPTIONAL UNITS</b>
Optional Unit (60 GLH)

<b>Foundation Diploma</b> 510 GLH
<b>TOTAL: 6 UNITS</b>
<b>4 MANDATORY UNITS</b>
1. Exploring Business (90 GLH)
2. Developing a Marketing Campaign (90 GLH)
3. Personal and Business Finance (120 GLH)
4. Managing an Event (90 GLH)
<b>2 OPTIONAL UNITS</b>
Optional Unit (60 GLH)
Optional Unit (60 GLH)

<b>Diploma</b> 720 GLH
<b>TOTAL: 8 UNITS</b>
<b>6 MANDATORY UNITS</b>
1. Exploring Business (90 GLH)
2. Developing a Marketing Campaign (90 GLH)
3. Personal and Business Finance (120 GLH)
4. Managing an Event (90 GLH)
5. International Business (90 GLH)
6. Principles of Management (120 GLH)
<b>2 OPTIONAL UNITS</b>
Optional Unit (60 GLH)
Optional Unit (60 GLH)

<b>Extended Diploma</b> 1080 GLH
<b>TOTAL: 13 UNITS</b>
<b>7 MANDATORY UNITS</b>
1. Exploring Business (90 GLH)
2. Developing a Marketing Campaign (90 GLH)
3. Personal and Business Finance (120 GLH)
4. Managing an Event (90 GLH)
5. International Business (90 GLH)
6. Principles of Management (120 GLH)
7. Business Decision Making (120 GLH)
<b>6 OPTIONAL UNITS</b>
Optional Unit (60 GLH)
Optional Unit (60 GLH)
Optional Unit (60 GLH)
Optional Unit (60 GLH)
Optional Unit (60 GLH)
Optional Unit (60 GLH)

### Retail

<b>Diploma</b> 720 GLH
<b>TOTAL: 10 UNITS</b>
<b>6 MANDATORY UNITS</b>
1. Investigating the Business Environment (120 GLH)
2. Personal and Business Finance (120 GLH)
3. Recruitment and Selection Process (60 GLH)
4. Investigating Retail Business (60 GLH)
5. Customer Service for the Retail Sector (60 GLH)
6. Retailing in Food and Fashion (60 GLH)
<b>4 OPTIONAL UNITS</b>
Optional Unit (60 GLH)
Optional Unit (60 GLH)
Optional Unit (60 GLH)
Optional Unit (60 GLH)

#### Types of assessment

Assignment - Set and marked internally

Task - Set and marked by Pearson

Written Exam - Set and marked by Pearson

# Flexible choice of subjects and course sizes



## Your Business courses in depth

Here's a complete list of all the units available in your BTEC Nationals in Business and Retail courses. We've shown you which are mandatory and optional, and how each unit is assessed.

In addition to the suite of linked courses in Business, the new specialist course in Retail includes a core of mandatory content plus a range of bespoke units to equip your learners with the skills they need in the workplace, or on specialist higher education courses.

Get in touch if you want to find out more - or sign up for a launch event at [quals.pearson.com/BTECNationalsLaunch](https://quals.pearson.com/BTECNationalsLaunch).

### Business

Unit (Number & Title)	GLH	Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma (510 GLH)	Diploma (720 GLH)	Extended Diploma (1080 GLH)
						General
						2 UNITS 2 MANDATORY 0 Optional
1. Exploring Business	90	M	M	M	M	M
2. Developing a Marketing Campaign	90	M	M	M	M	M
3. Personal and Business Finance	120		M	M	M	M
4. Managing an Event	90			M	M	M
5. International Business	90				M	M
6. Principles of Management	120				M	M
7. Business Decision Making	120					M
8. Recruitment and Selection Process	60		O	O	O	O
9. Team Building in Business	60				O	O
10. Recording Financial Transactions	60			O	O	O
11. Final accounts for public limited companies	60				O	O
12. Financial statements for specific businesses	60				O	O
13. Management Accounting	60			O	O	O
14. Investigating Customer Services	60		O	O	O	O
15. Investigating Retail Business	60				O	O
16. Visual Merchandising	60			O	O	O
17. Digital Marketing	60			O	O	O
18. Creative Promotion	60				O	O
19. Pitching for a New Business	60			O	O	O
20. Investigating Corporate Responsibility	60				O	O
21. Training and Development	60				O	O
22. Market Research	60		O	O	O	O
23. The English Legal System	60		O	O	O	O
24. Employment Law	60			O	O	O
25. Aspects of Civil Law affecting Business	60				O	O
26. Aspects of Criminal Law impacting on Business and Individuals	60				O	O
27. Work Experience in Business	60		O	O	O	O

### Retail

Unit (Number & Title)	GLH	Diploma (720 GLH)
		10 UNITS
		6 MANDATORY
		4 Optional
1. Investigating the Business Environment	120	M
2. Personal and Business Finance	120	M
3. Recruitment and Selection process	60	M
4. Investigating Retail Business	60	M
5. Customer Service in Retail	60	M
6. Retailing in food and fashion	60	M
7. Team Building in Business	60	O
8. Visual Merchandising	60	O
9. Work Experience in Business	60	O
10. Buying for Business (CIPS)	60	O
11. Supply Chain Operations (CIPS )	60	O
12. Marketing Planning	60	O

#### Types of assessment

Assignment - Set and marked internally

Task - Set and marked by Pearson

Written Exam - Set and marked by Pearson

#### Types of unit

M	Mandatory Unit
O	Optional Unit

# Students apply learning through a range of practical assessments



Your new BTEC Nationals in Business use a combination of assessment styles to give your students confidence they can apply their knowledge to succeed in the workplace – and have the study skills to continue learning throughout their career.

This range of vocational assessments – both practical and written - mean students can showcase their learning and skills to best effect when they take their next step, whether that's supporting applications to higher education courses or to potential employers.

Assignments	Tasks	Written exams
<b>Set and marked by:</b> Centre (school, college or training provider) <b>Verified by:</b> Pearson	<b>Set and marked by:</b> Pearson	<b>Set and marked by:</b> Pearson
<b>What's involved</b> Students complete a series of tasks set in a work-related scenario which you can tailor to local industry needs.	<b>What's involved</b> Students complete, in controlled conditions, a task tackling an everyday challenge; some tasks also draw on pre-released information.	<b>What's involved</b> Students draw on essential information to create written answers to practical questions in test conditions.
<b>What's the result?</b> Your students generate authentic evidence, drawing on their knowledge and skills to complete a practical project over a period of time, working either individually or in a team.	<b>What's the result?</b> Your students show they can apply their learning successfully to situations they could encounter regularly in the workplace or on a higher education course.	<b>What's the result?</b> Your students can confidently recall and apply technical knowledge, a skill which provides a solid foundation for working life and further study.

Here's a preview of what that looks like in the new BTEC Nationals in Business courses:

## BTEC Nationals in Business

Assignment Set and marked by: Centre Verified by: Pearson	Task Set and marked by: Pearson	Written exam Set and marked by: Pearson
Selected mandatory and all optional units.  Programme team creates assignment brief and students carry out set tasks, creating evidence to support a work-related scenario.	<b>Unit 2: Developing a Marketing Campaign</b> Pre-released material includes information about a business for research. Learners will need to apply their knowledge, ideas and skills to plan a marketing campaign, linking its success to the impact on the business.	<b>Unit 3: Personal and Business Finance</b> The written test will cover the purpose and importance of personal and business finance, including the skills and knowledge needed to understand, analyse and prepare financial information
	<b>Unit 6: Principles of Management</b> Pre-released task-based assessment Students must synthesise and evaluate information from a business scenario and relate it to how management and leadership practices can create a more effective business and workforce.	
	<b>Unit 7: Business Decision Making</b> Unseen case study or business scenario Learners will draw from learning from previous mandatory units to an unseen case study scenario using a range of given information to create a business plan.	



This autumn we'll confirm more about timing for the tasks and written tests and tell you everything you need to know about grading and certification.

In the meantime, do get in touch with me if you want to talk more about what this new approach to assessment means for your Business students.

[quals.pearson.com/business](https://quals.pearson.com/business)

# Performance measures in England



## Applied General and Tech Level explained

You'll see these differences reflected in the structures and content of the new BTEC Nationals courses.

The Department for Education (DfE) is introducing new 16-19 performance measures for colleges and schools in England for results from 2016.

### You can find out more on the DfE website.

The new measures include "Lists" for two different types of level 3 qualification – Applied General and Tech Level. Any individual qualification can only be included on one List, and each List recognises the different progression pathways students can take from level 3 study:

- **Applied General** - for students progressing to their career through higher level study, although they could also go directly into employment at the end of their course.
- **Tech Level** - for students preparing for a specific career or vocational area who want to progress either directly into that career, or through higher level study.

Lists for 2016 and 2017 results have already been published.

### **What does that mean for your new BTEC Nationals?**

We've designed each of your new BTEC Nationals qualifications primarily to meet the needs of employers and higher education, ensuring you have the right courses to support your students' progression. In addition, we've checked they meet the criteria for submission to either the Applied General or Tech Level Lists.

That means you can be confident these will be high quality courses fitting into a range of curriculum plans, and providing the right balance of mandatory content and assessment styles you need for your students.

### **What happens next?**

In September 2015 we will submit the new BTEC Nationals to the DfE for inclusion on the lists in September 2015, although we won't hear until November-December 2015 whether our applications have been successful. We'll let you know as soon as we have confirmation of which qualifications will count in post-16 performance measures in England in 2018.

Here's a summary of the characteristics of each type of qualification:

### **16-19 Accountability measures in England in 2018 Performance Tables**

Qualifications must demonstrate:	Applied General	Tech Level
<b>Purpose Supports progression...</b>	... primarily to study at a higher level of learning or possibly to employment	... to work in specific vocational areas either directly or via Higher Education
<b>Minimum size (Guided Learning Hours)</b>	No less than 150 GLH	No less than 300 GLH
<b>Recognition</b>	3 Higher Education Institutions	1 professional body or 5 employers
<b>Content</b>	No less than 60% mandatory	No less than 40% mandatory
<b>Assessment</b>	No less than 40% external	No less than 30% external
	<b>Synoptic:</b> Identify, and use effectively in an integrated way, skills from across the whole vocational area.	
<b>Grading</b>	Required	
<b>Employer Involvement</b>	Not required	Direct involvement in delivery and/or assessment
<b>Progression</b>	Evidence of progression after two years.	
<b>Track record</b>	Take-up in first two years.	



### **Here to help**

Get in touch if you'd like any more information about the new 16-19 performance measures in England and what the means for you and your students. I'll let you know as soon as we have confirmation of Lists and performance measures for 2018 results.

[quals.pearson.com/business](https://quals.pearson.com/business)

# Step-by-step support available online, by phone and in person



## Plan

FREE

### Get to know your course

- Specification
- Sample Assessment Materials
- Delivery Guide

FREE

### Expert help and support

- Subject Advisor

FREE

### Recruit and prepare learners

- Learner profiles
- Study Skills Activities

FREE

### Course planning

- myBTEC
- Delivery Plan
- Curriculum Models
- Get Ready to Teach events

FREE

### Unit-by-unit planning

- Schemes of Work
- Mapping documents

## Teach

PAID

### SUPPORT FOR TEACHING AND LEARNING

PAID

### Resources for learning and revision:

- BTEC Revise

PAID

### Resources for teaching:

- Delivery Guide **FREE**
- ActiveLearn Digital Service, including:
  - Unit-by-unit support for planning
  - Unit-by-unit support for independent learning

PAID

### Training

- Training courses

## Assess & Track

FREE

### Guidance

- Quality Assurance Guides including Handbook, Assessment and Assignment Writing
- Standards Verifier and Quality Review visit
- Standardisation training

FREE

### Examples of the standard

- Authorised Assignment Briefs
- Past papers and mark schemes; specimen papers and tasks for practice
- Sample Marked Learner Work

FREE

### Templates and tools

- myBTEC: Progress tracking

### Reports and feedback

- Principal Standards Verifier reports (internally and externally assessed units)

## Develop

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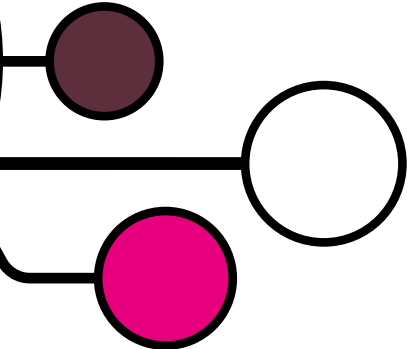
### Training

- Training courses

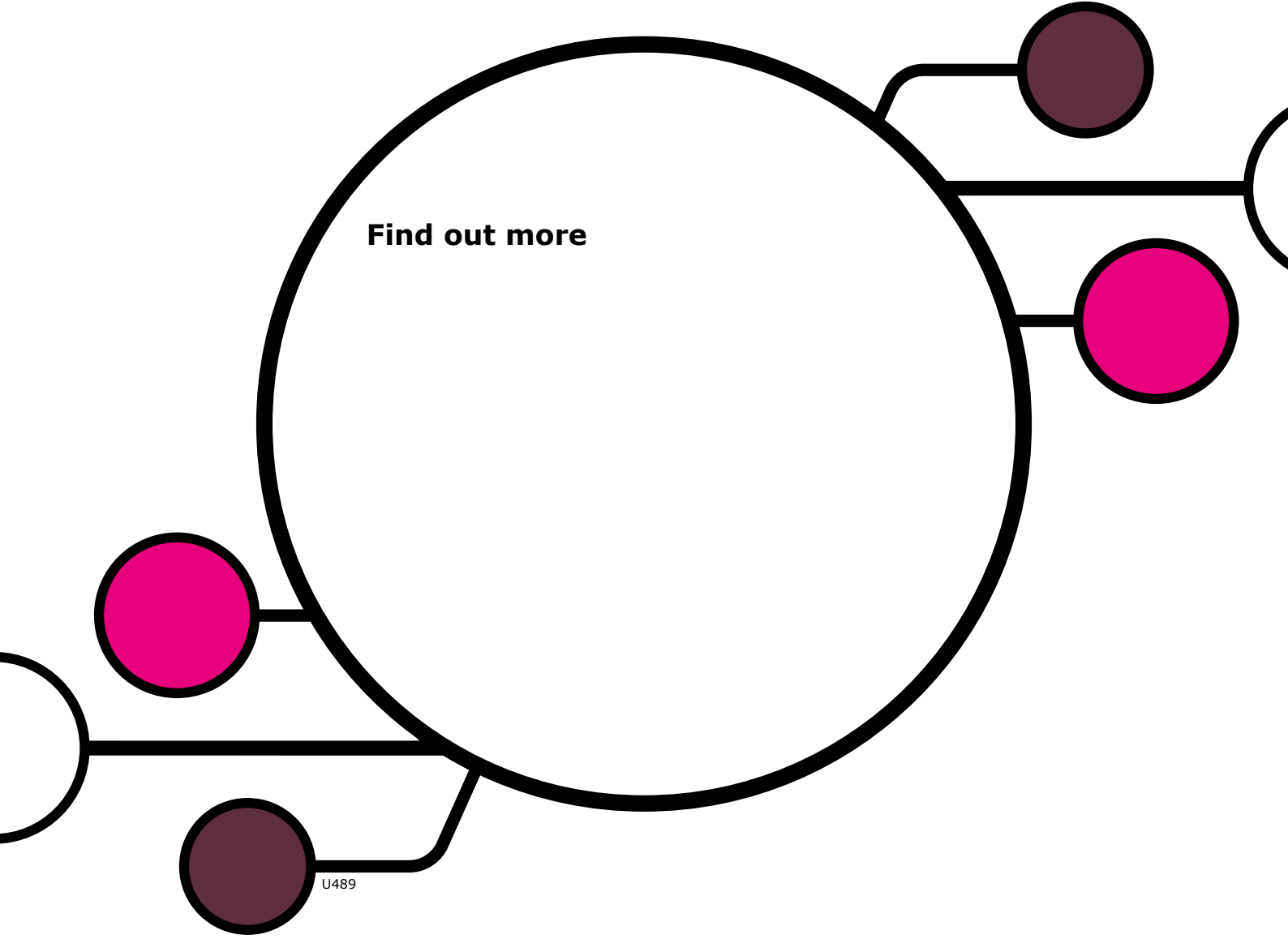


### Here to help

The BTEC Course Toolkit offers high quality content and advice for planning, teaching, assessment and progress tracking. And you'll find more examples of the support you've told us makes the most difference, including assignment briefs, schemes of work, sample marked learner work, specimen papers and tasks – and easy access to our subject experts.



**Find out more**



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