

BTEC Level 3 National in Business: Comparing unit content between QCF and NQF

Introduction

This document is designed to help you with mapping unit content as you transition from BTEC Nationals (2010) qualifications to the new BTEC Nationals (2016).

Our guidance is broken down into two sections:

Section 1: How and where can I use existing content, and what new content has been included?

Highlighting comparable content with the BTEC National (2010) and how closely this is mapped across to the BTEC Level 3 Nationals (2016).

Section 2: What do these changes mean for planning and teaching?

Review of key changes in language, outlining which units are externally assessed and when, and where to find further support.

Further support can be found within the relevant specification on our website ([here](#)).

Below is an overview of how wider support also links to this document:

Support	Purpose
Delivery Plans	Examples of how to structure and deliver different size qualifications over a one or two year period, including when to prepare learners for external assessment.
Authorised Assignment Briefs	Provides scenarios and teaching plans for each unit, to be used either as they are set out, or to inform your own planning.
Schemes of Work	Demonstrates how the unit content can be covered in the GLH while providing lesson ideas and highlighting links to other units to help you plan your teaching.
Sample Assessment Materials	Examples of how an externally assessed unit may be presented, with an accompanying mark scheme. These sample assessment materials have been developed to support this qualification and will be used as the benchmark to develop the assessment students will take. This covers either an exam or task.
Sample Marked Learner Work	Indicative example of learner work which has been assessed accurately to national standards.

Section 1: How and where can I use the existing content?

The tables below compares the relevant content of the new BTEC Level 3 National in Business (2016) against the content of the current BTEC Level 3 National in Business (2010).

The mapping focuses on mandatory units and provides greater detail of where content is the same as the existing (2010) specifications, and also where content is partially covered.

2016	2010
Unit 1: Exploring Business	
Comments/Details: This new unit is a mandatory unit and is internally assessed. A number of topics can be mapped to Learning Outcomes from different 2010 specifications	
Learning Aim A: Explore the features of different businesses and analyse what makes them successful	
A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications	Fully covered in: <ul style="list-style-type: none"> • A1 in Unit 1 Learning Outcome 1: Know the range of different businesses and their ownership. Covers range of businesses, business purpose & ownership types. • A2 in Unit 1 Learning Outcome 1: Understand how businesses are organised to achieve their purposes. Covers key stakeholders and their influences. • A2 also appears in Unit 37: understanding Business Ethics, Learning Outcome 2: Understand implications of businesses operating ethically which also covers stakeholders and their influences • A3 in Unit 4: Business Communication, Learning outcomes 2: Be able to present business information effectively, and Learning outcomes 4: Know how to communicate business information using appropriate methods.
Learning Aim B: Investigate how businesses are organised	
B1 Structure and organisation B2 Aims and Objectives	Fully covered in: <ul style="list-style-type: none"> • Unit 1: Learning Outcome 2: understand how businesses are organised to achieve their purpose. Covers organisational structures, functional areas, and Aims of public and private sector organisations, and SMART • Unit 41: Learning Outcome 1: Types of Organisations and Objectives

Learning Aim C: Examine the environment in which businesses operate	
C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis	Fully covered in: <ul style="list-style-type: none"> • C1 Political, Social and Legal environment in Unit 1: Learning Outcome 4: Know how political, legal and social factors impact on businesses • C1 Economic in Unit 1: Learning Outcome 3: Know the impact of the economic environment on businesses • C2 Unit 37: Learning Outcome 1: Understand the meaning and importance of ethics in the business world covers culture and CSR
	Partially covered in: <ul style="list-style-type: none"> • C1 technological and Environmental environment not covered. • C3 Competitive environment not covered directly by QCF units • C4 Partial coverage of PESTLE and SWOT in Unit 1: Learning Outcome 1.3 and 1.4. No coverage of Porter's five forces or 5C's analysis by QCF units
Learning Aim D: Examine business markets	
D1 Different market structure D2 relationship between demand, supply and price D3 pricing and output decisions	Fully covered in: <ul style="list-style-type: none"> • D1 & D2 in Unit 41 Learning Outcome 3: Understand the operation of market factors covers market types and factors • D2 in Unit 1: Learning Outcome 1.3 Know the impact of the economic environment on businesses
	Partially covered in: <ul style="list-style-type: none"> • D3 some coverage in Unit 3: Learning Outcome 4 Be able to develop a coherent marketing mix & Unit 9: Learning Outcome 2: Understand the role of promotion within the marketing mix
Learning Aim E: Investigate the role and contribution of innovation and enterprise to business success	
E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise	Fully covered in: <ul style="list-style-type: none"> • Not covered in the QCF Business specification
	Partially covered in: <ul style="list-style-type: none"> • Some link to Unit 36: Starting a small Business • E1 also partially covered in the Enterprise and Entrepreneurship QCF specification Unit 1 Learning Outcomes 1 & 2 and in Unit 2, Learning Outcome 1
New content: E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise	

2016	2010
Unit 2: Developing a marketing campaign	
Comments/Details: This new unit is a mandatory unit and is externally assessed. A number of topics can be mapped to Learning Outcomes from different 2010 specifications, namely Unit 3, 9, and 10.	
Learning Aim A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign	
A1 Role of Marketing A2 Influences on marketing activity	<p>Fully covered in:</p> <ul style="list-style-type: none"> Unit 3 Learning Outcome 1 Know the role of marketing covers A1 - role of marketing, aims and objectives, segmentation and Branding Unit 9 Learning Outcome 2 Understand the role of promotion within the marketing mix also covers A1 - Branding A2 External influences are covered in Unit 3 Learning Outcome 2 Be able to use marketing research and marketing planning <p>Partially covered in:</p> <ul style="list-style-type: none"> A2 Internal influences are partially covered in Unit 9 Learning Outcome 2 Know the constituents of the promotional mix which identifies that decisions about the mix are dependent on a number of factors such as the targets, competitors and budgets.
Learning Aim B: Using information to develop the rationale for a marketing campaign	
B1 Purpose of researching information to identify the needs and wants of customers B2 Market research methods and use B3 Developing the rationale	<p>Fully covered in:</p> <ul style="list-style-type: none"> B1 Identifying target markets in covered in Unit 3 Learning Outcome 3 Understand how and why customer groups are targeted, and in Unit 10 Learning Outcome 2, Be able to plan research which covers the purpose of carrying out research. B2 is well covered in Unit 10 Learning Outcome 1, Understand the main types of market research used to make marketing decisions. It is also covered in detail in Unit 3 Learning Outcome 2 Be able to use marketing research and marketing planning B3 is covered in part by Unit 10 Learning Outcome 4 -Be able to interpret research findings, in Unit 3 Learning Outcome 4 - Be able to develop a coherent marketing mix which looks at the product life cycle model, and in Unit 9 Learning Outcome 4 - Be able to create a simple promotional campaign which looks at developing a promotion plan.

Learning Aim C: Planning and developing a marketing campaign	
C1 Marketing campaign activity C2 Marketing mix C3 The marketing campaign C4 Appropriateness of marketing campaign	Fully covered in: <ul style="list-style-type: none"> Unit 3 Learning Outcome 4 be able to develop a coherent marketing mix, and in unit 9 Learning Outcome 4 Be able to create a simple promotional campaign.
New content: A2 Types of market – Niche and Mass	

2016	2010
Unit 3: Personal and Business Finance	
Comments/Details: This new unit is a mandatory unit for all size qualifications other than the Certificate. It is externally assessed. A number of topics can be mapped to Learning Outcomes from different 2010 specifications, namely Units 2, 5, 6, 7, and 8.	
Learning Aim A: Understand the importance of managing personal finance	
A1 Functions and role of money A2 Different ways to pay A3 Current accounts A4 Managing personal finance	New content: <ul style="list-style-type: none"> These topic content areas are new and are not covered in any of the old QCF Business Units
Learning Aim B: Explore the personal finance sector	
B1 Features of financial institutions B2 Communicating with customers B3 Consumer protection in relation to personal finance B4 Information guidance and advice	New content: <ul style="list-style-type: none"> These topic content areas are new and are not covered in any of the old QCF Business Units
Learning Aim C: Understand the purpose of accounting	
C1 Purpose of accounting C2 Types of income C3 Types of expenditure	Fully covered in: <ul style="list-style-type: none"> Unit 5 Learning Outcome 1: Understand the purpose of accounting and the categorisation of business income and expenditure
Learning Aim D: Select and evaluate different sources of business finance	
D1 Sources of finance including the advantages and disadvantages	Fully covered in: <ul style="list-style-type: none"> Unit 2 Learning Outcome 3: Know how to access sources of finance

Learning Aim E: Break-even and cash flow forecasts

E1 Cash flow forecast
E2 Break-even analysis

Fully covered in:

- E1 covered in Unit 5 Learning Outcome 2: Be able to prepare a cash flow forecast
- E2 covered in Unit 2 Learning Outcome 4 Be able to interpret financial statements – Calculate Break-even and margin of safety,
- E2 also covered in Unit 7 Learning Outcome 1 Understand how production costs are determined and used to calculate prices, and in Learning Outcome 2 Be able to use break-even analysis

Learning Aim F: Complete statements of comprehensive income and financial position and evaluate a business's performance

F1 Statement of comprehensive income
F2 Statement of financial position
F3 Measuring profitability
F4 Measuring liquidity
F5 Measuring efficiency
F6 Limitations of ratios

It should be noted that the terminology used in the NQF specification are the new accounting terms. Those in the old QCF specification will be the old terms

Fully covered in:

- F1 to F5 covered in Unit 2 Learning Outcome 4 Be able to interpret financial statements
- F1 and F2 covered in Unit 5 Learning Outcome 3 Be able to prepare profit and loss accounts and balance sheets
- F1 and F2 partially covered in Unit 8 Learning Outcome 3 Be able to extract a trial balance from accounting records and in Learning outcome 4 Be able to prepare a trading and profit and loss account and balance sheet
- F3 to F5 covered in Unit 5 Learning Outcome 4 Be able to review business performance using simple ratio analysis

Partially covered in:

- F6 Limitations of ratio analysis is implied in Unit 2 Learning Outcome 4 Be able to interpret financial statements and in Unit 5 Learning Outcome 4 Be able to review business performance using simple ratio analysis
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Learning Aim D: Stage and manage a business or social enterprise event	
D1 Management of the event D2 Problem solving	<p>Partially covered in:</p> <ul style="list-style-type: none"> D1 and D2 covered in Unit 18 Learning Outcome 2 - Be able to plan a business event, Learning Outcome 3 - Be able to run a business event, Learning Outcome 4 Be able to follow up after a business event. D2 also covered in Unit 28 Learning Outcome 3 - Be able to run a project
Learning Aim E: Reflect on the running of the event and evaluate own skills development	
E1 Evaluation of the event E2 Review of personal skills development in the running of the event	<p>Partially covered in:</p> <ul style="list-style-type: none"> E1 & E2 partially covered by Unit 18 Learning Outcome 4 Be able to follow up after a business event. Parts of E2 also covered in Unit 16 Learning Outcomes 1 - Know the factors that are involved in human resource planning in organisations and Learning Outcome 4 - Understand the importance of managing employee performance at work.
<p>New content: A3: Common formats for skills audit collection B1: Different types of event D1: Management of the event - Contracts for Venue: Suppliers, Personnel</p>	

2016	2010
Unit 5: International Business	
<p>Comments/Details: This new unit is a mandatory unit for the Diploma and Extended Diploma. It is internally assessed. However, some of the topics can be mapped to learning outcomes from the 2010 Unit 39 with some elements from Units 33, 38, 41 and 46.</p>	
Learning Aim A: Explore the international context for business operations	
A1 International Business A2 Financing of international business A3 Support for international business	<p>Partially covered in:</p> <ul style="list-style-type: none"> A1 - Unit 39 Learning Outcome 1: Understand the international business environment. Here multinational organisations are covered. There is also some coverage of global supply chains in Unit 46 Learning Outcome 1 - Understand the global nature of the supply chain, that may prove useful when discussing importing and exporting businesses A1 - Reasons for conducting business internationally is covered in Unit 39 Learning Outcome 1: Understand the international business environment. A2 & A3 - Covered in Unit 39 Learning Outcome 3 - Know how international business is financially supported
<p>New content: A1 Choice of markets to operate and factors influencing the choice</p>	

Learning Aim B: Investigate the international economic environment in which business operates

<p>B1 Globalisation B2 International trading blocks Barriers to international trade</p>	<p>Partially covered in:</p> <ul style="list-style-type: none"> • Unit 39 Learning Outcome 1: Understand the international business environment, and Learning Outcome 2: Know how cultural differences affect business • Also some coverage of B2 in Unit 38 Learning Outcome 4 – Know how the international economy affects businesses and in Unit 41 Learning Outcome 4 – Understand how markets are regulated in the UK
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New content:
B2 Some of the examples of free trade areas
B3 Reasons for protectionism and some of the barriers to trade

Learning Aim C: Investigate the external factors that influence international businesses

<p>C1 External influences C2 International business support systems</p>	<p>Partially covered in:</p> <ul style="list-style-type: none"> • Unit 39 Learning Outcome 2: Know how cultural differences affect business and Learning Outcome 3 – Know how international business is financially supported (Assuming PESTLE and SWOT are the situational analysis tools used) • Some coverage of C2 can be found in Unit 33 Learning Outcome 1 - Use of the internet and WWW by business organisations
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Learning Aim D: Investigate the cultural factors that influence international businesses

<p>D1 Cultural factors</p>	<p>Fully covered in:</p> <ul style="list-style-type: none"> • Unit 39 Learning Outcome 2 Know how culture differences affect international business
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New content:
D2 Impact of cultural factors
The impact of cultural factors on international business, e.g. contract negotiations, composition of the workforce, management style and its impact on the workforce and organisational culture, marketing strategies/brand names and advertising.

Learning Aim E: Examine the strategic and operational approaches to developing international trade

New content:
Whilst the heading is the same as that used in Unit 39 Learning aim 4 Understand the strategies used by international businesses, most of the content for this Learning Aim is new

E1 Strategies for operating internationally

- Strategies for operating internationally, e.g. subsidiary businesses, joint ventures, partnerships, agencies, licensing, franchising, sub-contracting and outsourcing.
- Reasons for using selected strategy, e.g. the speed of establishing operations, access to local business knowledge and expertise, cost control, risk control.
- Re-engineering products and services to meet the demands and preferences of international markets, e.g. manufacturing vehicles for export with left-hand drives.

E2 Resource considerations

- Capital costs.
- Revenue costs.
- Expertise and intellectual capital, which can be local and/or provided by the incoming business.
- Training costs for local labour.
- Organisational structure of international business.

2016**2010****Unit 6: Principles of Management****Comments/Details:**

This new unit is a mandatory unit for the Diploma and Extended Diploma. It is externally assessed.

There is very limited comparable content within any 2010 Units. Unit 31, Social and community action does have some generic coverage of a limited amount of content.

Learning Aim A: The definitions and functions of management

A1 Definitions of management and leadership
A2 Functions of management and leadership

Partially covered in:

- Some of the content for A1 & A2 on leadership is covered in Unit 19 Learning Outcome 3: Understand leadership attributes and skills

New content:

A1 Definitions of management and leadership
A2 Functions of management and leadership
A3 Business Culture

Most of this learning aim is not readily transferred for the current QCF Business qualification. Some of the specialist level 3 units in management could be of direct use. Similarly many text books exist that cover management and leadership and business culture.

Learning Aim B: Management and leadership styles**New content:**

B1 Management and leadership styles
B2 Management and leadership skills

Again there is no direct transfer of this content from the QCF BTEC Business qualification but the specialist management units could be utilised together with standard Business or Management/HR texts.

Learning Aim C: managing Human resources

C1 Human resources
C2 Human resource planning

Partially covered in:

- Unit 2. Learning Outcome 1: Know how human resources are managed
- Unit 13 Learning Outcome 1: Know the processes involved in recruitment planning
- Unit 16 Learning Outcome 1: Know the factors that are involved in Human resource planning in organisations.

New content:

C2 Human Resource planning

There is a great deal of content that whilst not new, has not been listed in the unit specifications identified above. For example core v peripheral worker or zero hours contracts. There is a wide range of suitable resources that can be used for delivery of these concepts.

Learning Aim D: Factors influencing management, motivation and performance of the workforce

D1 Motivation in the workplace
D3 Training and development
D4 Performance appraisal

Partially covered in:

- D1 is covered fully in Unit 16. Learning Outcome 2: Know how organisations motivate employees and Learning Outcome 3; understand how to gain committed employee cooperation
- Some coverage of D3 in Unit 17 Learning Outcome 2 Know ways organisations identify training needs and Learning Outcome 3: Be able to plan and deliver a training programme
- Some coverage of D3 & D4 in Unit 16 Learning Outcome 4: Understand the importance of managing employee performance at work

New content:

D2 techniques to meet skills requirements

Learning Aim E: Impact of Change

New content:

E1 managing change

The content for this section of the specification links to internal and external factors that cause change and the stakeholders that can influence change. This has some link to Unit 1 Learning Outcome 1 on stakeholders and the units where PESTLE analysis is considered. There is no change theory listed in the unit content

Learning Aim F: Quality Management

New content:

F1 Quality standards
F2 Developing a quality culture
F3 The techniques and tool of quality management
F4 The importance and benefits of quality management

Some of this content is briefly covered in Unit 20 Learning Outcome 2: Understanding the role of the resource manager in ensuring availability (meeting standards/quality etc.) and in Learning Outcome 4: Be able to monitor the quality and effectiveness of physical resources.

Much is not transferable from the QCF BTEC Business specification but elements may be found in some of the specialist BTEC qualifications

2016	2010
Unit 7: Business Decision making	
Comments/Details: This new unit is a mandatory synoptic unit for the Extended Diploma. It is externally assessed and pulls together much of the content previously identified in this document into an holistic whole	
Learning Aim A: Business plans	
A1 Business ideas A2 Purpose and structure of a business	Partially covered in: <ul style="list-style-type: none"> • A1 in Unit 36 Learning Outcome 1: Be able to present the initial idea using relevant criteria • A2 in Unit 1 Learning Outcome 1: Business Purpose and Learning Outcome 2: Organisational Structures
New content: A1 Developing business	
Learning Aim B: Decision making in business	
B1 Sources for data collection B2 The use of business models to aid decision making B3 Techniques to analyse data effectively for business B4 Appropriate formats for decision making in a business context purposes B5 Software-generated information for decision making in a business	Partially covered in: <ul style="list-style-type: none"> • B1 in Unit 10 Learning Outcome 1: Understand the main types of market research to make marketing decisions, and Learning Outcome 4: Be able to interpret research findings • B2 Partially covered in Unit 3 Learning Outcome 1: Know the role of Marketing – Techniques such as Boston Matrix and Ansoff's matrix • B3 & B4 in Unit 10 Learning Outcome 4: Be able to interpret research findings (statistical procedures, presentation of findings and diagrammatic analysis and presentation) • B5 partially covered in Unit 28 Learning Outcome 2 Be able to prepare a project plan – methodologies (Gantt charts etc.), and in Unit 26 Learning Outcome 3: Be able to maintain information systems
New content: B2 The use of business models to aid decision making – e.g. 5C Analysis B3 techniques to analyse data effectively for business – e.g. statistical process control B5 Software-generated information for decision making in a business – Financial investment tools e.g. Net present Value	
Learning Aim C: Use of research to justify the marketing of a business	
C1 Types of research C2 Competitor analysis C4 Marketing plan	Partially covered in: <ul style="list-style-type: none"> • Unit 3 Learning Outcome 2: Be able to use market research and marketing planning, and Learning Outcome 4 Be able to develop a coherent marketing mix • Unit 9 Learning Outcome 2: Understand the

	<p>role of promotion within the marketing mix</p> <ul style="list-style-type: none"> Unit 10 Learning Outcome 1: Understand the main types of market research
<p>New content: C3 Trends – Economic, Social and Market</p>	
<p>Learning Aim D: Efficient operational management of the business</p>	
D1 Legislation	<p>Partially covered in:</p> <ul style="list-style-type: none"> Unit 1 Learning Outcome 4: Know legal factors impacting on business Unit 3 Learning Outcome 1 Know the role of marketing – Limitations and constraints Unit 13 Learning Outcome 2: Understand implications of regulatory framework for recruitment Unit 26 Learning Outcome 2: Information use Unit 32 Learning Outcome 3: Health, safety and hygiene regulations in food retailing Unit 36 Learning Outcome 3: know legal aspects that affect start-ups
<p>New content: D2 Quality Issues</p>	
<p>Learning Aim E: Understand the importance of managing resources</p>	
E1 Human resources E2 Physical resources E3 Financial resources	<p>Fully covered in:</p> <ul style="list-style-type: none"> E1 in Unit 2 Learning Outcome 1: Know how human resources are managed E2 in Learning Outcome 2 Know purpose of managing physical resources E3 in Learning Outcome 3: Know how to access sources of finance and Learning Outcome 4: Be able to interpret financial statements
<p>Learning Aim F: creation and interpretation of financial forecasts</p>	
F1 Creation and analysis of a sales forecast F2 Create and interpret a cash flow forecast F3 Creation and interpretation of a break-even chart F4 Creation and interpretation of an income statement F5 Creation and interpretation of a statement of financial position	<p>Fully covered in:</p> <ul style="list-style-type: none"> F1 in Unit 5 Learning Outcome 1: Understand purpose of accounting, in Unit 7 Learning Outcome 2: Using break even to determine activity levels and Learning Outcome 4 Use budgets (sales) F2 in Unit 5 Learning outcome 2: Be able to prepare a cash flow forecast F3 in Unit 7 Learning Outcome 2: Using break even analysis F4 & F5 in Unit 2 Learning Outcome 4 interpret financial statements, and in unit 5 Learning Outcome 3: Prepare profit and loss accounts and balance sheets

Learning Aim G: Viability of a business

G1 ratio analysis
G2 Threats and 'what if' scenarios

Partially covered in:

- G1 in Unit 2 Learning Outcome 4 interpret financial statements, in unit 5 Learning Outcome 4: Review performance using ratio analysis, and in Unit 7 Learning Outcome 3: Use statistical information to review business performance
- G2 SWOT/PESTLE and the use of spread sheets and Break even analysis appear in a number of units in the QCF BTEC Business specification

New content:

G3 Contingency plan

Learning Aim H: Demonstrate business skills/IT skills

H2 Use IT skills to create appropriate documentation

Partially covered in:

- Unit 4 Learning Outcome 2: Present information effectively and in Unit 26 Learning Outcome 3: Maintain an information system and Learning Outcome 4: Produce information to support decision making

New content:

H1 Business skills

Section 2: What do these changes mean for planning and teaching?

Main benefits

- BTECs are a recognised route to Higher Education (1 in 4 in 2015 learners that went to HE held a BTEC qualification).
- BTECs in Business offer students the breadth and depth of understanding in each size that is appropriate as a whole qualification, so they can progress to their next steps at any time, with the ability to choose specialist units in the Extended Diploma to focus their progression routes more closely.
- Mapped to CIPD Level 3 qualifications in part.

What are the key changes that I need to be aware of?

Different language used for delivery

You can find a glossary of key terms and command verbs for both internally and externally assessed units below:

Internally assessed: appendix 2 within the specifications, found [here](#)

Externally assessed: [here](#)

An example of where the key terms have changed is below

Unit 1 (2016): Exploring Business	Unit 1 (2012): The Business Environment
Pass criteria requires 'Explore' and 'Discuss'.	Pass criteria mainly require 'Describe'

Which units are being externally assessed?

Unit	First Assessment Window
2: Developing a Marketing Campaign	May / June 2017
3: Personal and Business Finance	May / June 2017
6: Principles of Management	January 2018
7: Business Decision Making	January 2018

How should I plan delivery of these units to reflect the changes in assessment?

More guidance on delivery models can be found within BTEC Nationals Delivery Guide and Delivery Plans.

These documents are available within the course materials section for Business (accessible [here](#))