



## Glossary of terms used for externally-assessed units

The following table shows the key terms that will be used consistently by Pearson in our assessments to ensure learners are rewarded for demonstrating the necessary skills. Please note: the list below will not necessarily be used in every paper/session and is provided for guidance only.

Command word	
Business plan	A written document that comprises all areas of a business proposal.
Executive Summary	Brief but comprehensive synopsis of a business plan or proposal
Formal report	This is a report written to an audience in appropriate business, language, layout and style
Informal report	This is a short report usually shared internally in a business less structure to a formal report
Presentation	Using a software to prepare the materials for a visual presentation
Using Situational Analysis	Research linked to PESTEL, SWOT or Porter's five forces.