

# BTEC International Level 3 - **Business** - Content Mapping

2010 QCF Unit		International BTEC Level 3 unit to which 2010 unit relates	Areas of content in the 2010 unit not covered in the International unit
No.	Title		
1	The Business Environment	<p><b>Fully covered in:</b></p> <p><b>Unit 1 Exploring Business</b></p> <p>A1 Features of business organisations</p> <p>A2 Stakeholders and their influence</p> <p>B1 Structure and organisation</p> <p>B2 Aims and objectives</p> <p>C1 External environment</p> <p>C2 Internal environment</p> <p>C3 Competitive environment</p> <p>C4 Benefits and risks associated with innovation</p>	

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2	Business Resources	<p><b>Fully covered in:</b></p> <p><b>Unit 8 Human Resources</b></p> <p>A2 Human resource planning</p> <p><b>Unit 3 Business Finance</b></p> <p>A1 Sources of income C2 Statement of financial position</p> <p><b>Unit 13 Cost and Management Accounting</b></p> <p>A1 Classification of costs and costing methods C1 Type and purpose of budgets C2 Usefulness of budgetary control</p> <p><b>Unit 23 Work Experience in Business</b></p> <p>C1 Learning from work placement</p> <p><b>Unit 35 Survival and Growth</b></p> <p>A1 Management of physical and human resources A2 Role of technology on enterprise operations A3 Influence of technology in the market</p>	

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3	Introduction to Marketing	<p><b>Fully covered in:</b></p> <p><b>Unit 1 Exploring Business</b></p> <p>C5 Situational analysis</p> <p><b>Unit 2 Research and Plan a Marketing Campaign</b></p> <p>A1 The role of marketing  A2 Market research methods  A3 Business models used in marketing</p> <p><b>Unit 7 Business Decision Making</b></p> <p>A3 Business practices and operation  A4 The use of business models to aid decision making</p> <p><b>Unit 17 Digital Marketing</b></p> <p>A1 Digital marketing in the marketing function  A2 How the digital communication is delivered</p> <p><b>Unit 24 Branding</b></p> <p>A1 Principles of branding</p> <p><b>Unit 18 Creative Promotion</b></p> <p>A2 Developing effective marketing communications</p>	

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4	<b>Business Communication</b>	<p><b>Partially covered in:</b></p> <p><b>Unit 17 Digital Marketing</b></p> <p>A1 Digital marketing in the marketing function A2 How the digital communication is delivered</p> <p><b>Unit 18 Creative Promotion</b></p> <p>A1 The purposes of marketing communications A2 Developing effective marketing communications A3 The importance of integrated marketing communications</p> <p><b>Unit 38 Marketing Communications in Business</b></p> <p>A2 Effective communication A3 Choice of media A4 Ethical issues B6 Communication tools</p> <p><b>Unit 28 Sales Techniques and Processes</b></p> <p>A2 Professional contact with customers</p>	<p><b>Not covered:</b></p> <p>LO2 Be able to present business information effectively</p> <p>LO3 Understand the issues and constraints in relation to the use of business information in organisations</p>

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5	Business Accounting	<p><b>Fully covered in:</b></p> <p><b>Unit 3 Business Finance</b></p> <p>B1 Cash flow forecasts and statements  C1 Statement of comprehensive income  C2 Statement of financial position  C3 Measuring performance using financial ratios</p> <p><b>Unit 7 Business Decision Making</b></p> <p>C1 Analysis and interpretation of financial projections  C2 Analysis and interpretation of financial statements</p> <p><b>Unit 10 Recording Financial Transactions</b></p> <p>A1 Importance of accurate records  A2 Financial documents  A3 Types of transactions</p> <p><b>Unit 12 Financial Statements for Specific Businesses</b></p> <p>C3 End-of-year financial statements</p>	

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6	Financial Accounting	<p><b>Fully covered in:</b></p> <p><b>Unit 3 Business Finance</b></p> <p>B1 Cash flow forecasts and statements C1 Statement of comprehensive income</p> <p><b>Unit 10 Recording Financial Transactions</b></p> <p>A1 Importance of accurate records A2 Financial documents A3 Types of transactions A4 Double entry system A5 Books of original entry</p> <p><b>Unit 11 Financial Statements for Public Limited Companies</b></p> <p>A3 Accounting adjustments A4 End-of-year financial statements A5 Analysis and interpretation of end-of-year financial statements B1 Purpose of a statement of cash flows B2 Completion of a statement of cash flows B3 Changes to cash flow</p> <p><b>Unit 12 Financial Statements for Specific Businesses</b></p> <p>A3 Legal requirements B1 Accounting adjustments B2 End-of-year financial statements C2 Accounting adjustments C3 End-of-year financial statements</p>	

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7	Management Accounting	<p><b>Fully covered in:</b></p> <p><b>Unit 13 Cost and Management Accounting</b></p> <p>A1 Classification of costs and costing methods  A2 Use of costing methods  A3 Analysis of costing methods  B1 Purpose and stages of standard costing  B2 Type and calculation of variances  B3 Variance analysis  C1 Type and purpose of budgets  C2 Usefulness of budgetary control  C3 Preparation of budgets</p> <p><b>Unit 3 Business Finance</b></p> <p>B2 Break-even analysis  C3 Measuring performance using financial ratios</p> <p><b>Unit 7 Business Decision Making</b></p> <p>C3 Creation and interpretation of a break-even chart</p>	
8	Accounting Systems	<p><b>Fully covered in:</b></p> <p><b>Unit 10 Recording Financial Transactions</b></p> <p>A1 Importance of accurate records  A2 Financial documents  A3 Types of transactions  A4 Double entry system  A5 Books of original entry  A6 Double entry ledger accounts and cash books  A7 The trial balance</p> <p><b>Unit 3 Business Finance</b></p> <p>C4 Preparation of financial performance reports</p>	

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9	Creative Product Promotion	<p><b>Fully covered in:</b></p> <p><b>Unit 18 Creative Promotion</b></p> <p>A1 The purposes of marketing communications  A2 Developing effective marketing communications  A3 The importance of integrated marketing communications  B1 The elements of the promotional mix  B2 Influences on the choice of promotional activities  C1 Linking promotional methods to market segments  C2 Costing promotional activities  C3 Planning promotional activities  C4 Ethical and legal dimensions of promotional activities</p> <p><b>Unit 2 Research and Plan a Marketing Campaign</b></p> <p>A3 Business models used in marketing  C3 The application of the marketing mix</p> <p><b>Unit 17 Digital Marketing</b></p> <p>C2 Integration in the wider marketing and promotional mix</p>	



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10	Market Research in Business	<p><b>Fully covered in:</b></p> <p><b>Unit 22 Market Research</b></p> <p>A1 Purpose of market research  A2 Types of research  A3 Appropriateness of choice of research  B1 Planning stage  B2 Implementation stage  C1 Statistical analysis and interpretation of primary and secondary research  C2 Presentation of research results  C3 Value of the information</p> <p><b>Unit 2 Research and Plan a Marketing Campaign</b></p> <p>A2 Market research methods</p>	

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11	Relationship Marketing	<p><b>Fully covered in:</b></p> <p><b>Unit 25 Relationship Marketing</b></p> <p>A1 Purposes of relationship marketing  A2 Business benefits  A3 Customer benefits  B1 Gathering and using relationship marketing information  B2 Implementing relationship marketing strategies  B3 Relationship marketing and the marketing mix  C1 Key factors of relationship marketing  C2 Attracting and retaining customers using financial and non-financial methods  C3 Performance measurement</p> <p><b>Unit 2 Research and Plan a Marketing Campaign</b></p> <p>A1 The role of marketing</p> <p><b>Unit 7 Business Decision Making</b></p> <p>A3 Business practices and operations</p>	
12	Internet Marketing in Business	<p><b>Fully covered in:</b></p> <p><b>Unit 17 Digital Marketing</b></p> <p>A1 Digital marketing in the marketing function  A2 How the digital communication is delivered  A3 Devices for displaying digital communications  B1 Digital marketing objectives  B2 Digital strategies to meet target objectives  B3 Return on investment compensation models  B4 Benefits and concerns of online advertising  C1 Marketing planning process  C2 Integration in the wider marketing and promotional mix</p>	

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No.	Title		
13	Recruitment and Selection in Business	<p><b>Fully covered in:</b></p> <p><b>Unit 8 Human Resources</b></p> <p>A1 Human resources (HR)</p> <p>A2 Human resource planning</p> <p>C1 Recruitment of staff</p> <p>C2 Recruitment and selection processes</p> <p>C3 Ethical and legal considerations in the recruitment process</p>	
14	Aspects of Employment Law	<p><b>Fully covered in:</b></p> <p><b>Unit 41 UK Employment Law</b></p> <p>A1 Basic employment rights available to all employees</p> <p>A2 Contracts of employment and other documentation</p> <p>B1 Ensuring equality in employment</p> <p>B2 Organisations who can support the rights of the employer and employee</p> <p>C1 Grounds for the termination of employment</p> <p>C2 Formal and informal methods of resolving problems in the workplace</p>	

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15	Development Planning for a Career in Business	<p><b>Fully covered in:</b></p> <p><b>Unit 30 Career Planning</b></p> <p>A1 Researching employment opportunities  A2 Employment types and legislation  A3 Requirements for progression  B1 Types of skills audit  B2 Soft and transferable skills  B3 Skills audit and career development planning  C1 Application documentation  C2 Interviews and demonstration of skills  C3 Performance review</p> <p><b>Unit 8 Human Resources</b></p> <p>B2 Training and development  B3 Performance appraisal</p> <p><b>Unit 21 Training and Development</b></p> <p>C1 Induction  C2 Benefits of a good induction programme and costs of a poor induction programme  C3 Developing an appropriate induction programme</p> <p><b>Unit 23 Work Experience in Business</b></p> <p>B1 Induction</p>	

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16	Human Resource Management in Business	<p><b>Fully covered in:</b></p> <p><b>Unit 8 Human Resources</b></p> <p>A1 Human resources (HR)  A2 Human resource planning  B1 Motivation in the workplace  B3 Performance appraisal  C1 Recruitment of staff  C2 Recruitment and selection processes  C3 Ethical and legal considerations in the recruitment process</p>	
17	Training in the Business Workplace	<p><b>Fully covered in:</b></p> <p><b>Unit 21 Training and Development</b></p> <p>A1 Training and development  A2 Reasons for training  A3 Identification of training needs  B1 Types of training  B2 Costs and benefits of training and development</p>	

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18	Managing a Business Event	<p><b>Fully covered in:</b></p> <p><b>Unit 4 Managing an Event</b></p> <p>A1 Different tasks needed to be completed by an event organiser</p> <p>A2 Different skills needed by an effective event organiser</p> <p>A3 Common formats for skills audit collection</p> <p>B1 Different types of event, and the factors affecting success</p> <p>B2 Feasibility measures and critical success factors</p> <p>C1 Event planning and the use of planning tools</p> <p>C2 Factors to be considered, including budgets, resources and contingency planning</p> <p>D1 Management of the event</p> <p>D2 Problem solving</p>	
19	Developing Teams in Business	<p><b>Fully covered in:</b></p> <p><b>Unit 9 Team Building in Business</b></p> <p>A1 The difference between a group and a team</p> <p>A2 Types and purposes of business teams</p> <p>A3 Characteristics and benefits of an effective team</p> <p>B1 Team-building techniques</p> <p>B2 Theories of team development</p> <p>B3 Causes of team conflict</p> <p>C1 Being an effective team member</p> <p>C2 Being an effective team leader</p>	
20	Managing Physical Resources in a Business Environment	<b>None</b>	

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21	Aspects of Contract and Business Law	<p><b>Fully covered in:</b></p> <p><b>Unit 26 Procurement Processes in Business</b></p> <p>C2 The law of contract</p> <p><b>Unit 42 Aspects of UK Civil Liability Affecting Business</b></p> <p>C1 Formation of contracts C2 Sale of goods and supply of goods C3 Consumer protection and the safety of products</p>	
22	Aspects of Civil Liability for Business	<p><b>Partially covered in:</b></p> <p><b>Unit 42 Aspects of UK Civil Liability Affecting Business</b></p> <p>A1 Elements of the tort of negligence A2 Remedies in the event of liability B1 Vicarious liability B2 Independent contractors B3 Occupiers' liability</p>	<p><b>Not covered:</b></p> <p>LO3 Understand the impact of the law of nuisance on businesses, their employees and others</p>

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23	Aspects of the Legal System and Law-making Process	<p><b>Fully covered in:</b></p> <p><b>Unit 40 The English Legal System</b></p> <p>A1 Meaning, purpose and terminology of the law</p> <p>A2 The role and jurisdiction of criminal first instance and appeal courts</p> <p>A3 The role and jurisdiction of civil first instance and appeal courts</p> <p>A4 Alternative dispute resolution (ADR)</p> <p>B1 Different types of judges and their roles in civil and criminal courts and ADR</p> <p>B2 Different types of lawyers and their roles</p> <p>B3 Participation of lay people and their roles</p> <p>C1 Judicial precedent</p> <p>C2 How Acts of Parliament are created and applied to cases</p> <p>C3 Types of European legislation and their influence on domestic law</p>	
24	Aspects of Criminal Law Relating to Business	<p><b>Fully covered in:</b></p> <p><b>Unit 43 Aspects of UK Criminal Law Impacting on Business and Individuals</b></p> <p>A1 Elements of crime</p> <p>A2 Corporate manslaughter</p> <p>A3 Non-fatal offences</p> <p>B1 The elements of offences under the Theft Acts</p> <p>B2 The elements of offences under the UK Fraud Act</p> <p>B3 The elements of criminal damage offences</p> <p>C1 Strategies to prevent crime for businesses</p> <p>C2 The role and powers of specific enforcement agencies</p>	



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25	<b>Supporting Business Activities</b>	<p><b>Partially covered in:</b></p> <p><b>Unit 1 Exploring Business</b></p> <p>A1 Features of business organisations B1 Structure and organisation</p> <p><b>Unit 7 Business Decision Making</b></p> <p>A2 Purpose and structure of a business</p> <p><b>Unit 14 Investigating Customer Service</b></p> <p>C1 Customer service skills and behaviours C2 Dealing with customer service requests and complaints</p>	<p><b>Not covered:</b></p> <p>LO3 Know the requirements for reviewing support services</p> <p>LO4 Be able to plan work and carry out a support role</p>
26	<b>Managing Business Information</b>	<p><b>Partially covered in:</b></p> <p><b>Unit 2 Research and Plan a Marketing Campaign</b></p> <p>A1 The role of marketing A2 Market research methods</p> <p><b>Unit 7 Business Decision Making</b></p> <p>A3 Business practices and operations</p>	<p><b>Not covered:</b></p> <p>LO3 Be able to maintain an information system</p> <p>LO4 Be able to produce information to support decision making in organisations</p>
27	<b>Understanding Health and Safety in the Business Workplace</b>	<p><b>Fully covered in:</b></p> <p><b>Unit 29 Health and Safety in the Workplace</b></p> <p>A1 Health, safety and welfare legislation A2 Implementation in the workplace A3 Consequences of non-compliance B1 Impact of work environment and equipment B2 Managing physical health and safety in the workplace B3 Managing wellness and employee emotional health C1 Types of workplace hazard and risk C2 Risk assessments</p>	

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28	<b>Business Project Management</b>	<p><b>Fully covered in:</b></p> <p><b>Unit 31 Effective Project Management</b></p> <p>A1 The project life cycle  A2 Methodologies and planning tools  A3 Stakeholders and the role of the project manager  B1 Elements of a project plan  B2 Project outcomes  B3 Planning tools  B4 Risks and contingency plans  C1 Manage time and resources against a plan  C2 Review project management methodologies and tools</p>	
29	<b>Understanding Retailing</b>	<p><b>Fully covered in:</b></p> <p><b>Unit 15 Investigating Retail Business</b></p> <p>A1 The nature of retailing  A2 Classification of retailers  A3 Structure of retailing  A4 Employment in retail  B1 The retail environment  B2 Impact of social change  B3 Changes due to new technologies used in the sector  B4 The competitive environment and trends  C1 Distribution channels  C2 Retail supply chains and logistic processes  C3 Inventory management  C4 Impact of digital technology</p>	

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30	Visual Merchandising in Retail	<p><b>Fully covered in:</b></p> <p><b>Unit 16 Visual Merchandising</b></p> <p>A1 Visual merchandising  A2 Display techniques  A3 Legislation and safety considerations  B1 Psychology of visual merchandising  B2 Psychological techniques  B3 Technological techniques  C1 Retail outlets  C2 Success factors  C3 Legal and safety aspects</p>	
31	Fashion Retailing	<p><b>Partially covered in:</b></p> <p><b>Unit 16 Visual Merchandising</b></p> <p>A1 Visual merchandising  A2 Display techniques  A3 Legislation and safety considerations</p>	<p><b>Not covered:</b></p> <p>LO1 Understand how different retail outlets define their target market for fashion merchandise  LO2 Know the impact of fashion trends on retail services and products  LO4 Know how fashion retailers cater for mass and niche markets</p>

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32	<b>Food Retailing</b>	<p><b>Partially covered in:</b></p> <p><b>Unit 16 Visual Merchandising</b></p> <p>A1 Visual merchandising  A2 Display techniques  A3 Legislation and safety considerations</p>	<p><b>Not covered:</b></p> <p>LO1 Know the structure, size and products of the food retailing sector  LO2 Understand how food retailing operations are influenced by developments in the consumer market  LO4 Understand how food retailers can meet their social, ethical and environmental responsibilities</p>
33	<b>The Impact of Communications Technology on Business</b>	<p><b>Partially covered in:</b></p> <p><b>Unit 15 Investigating Retail Business</b></p> <p>B1 The retail environment</p>	<p><b>Not covered:</b></p> <p>LO1 Know how the internet operates and the facilities available  LO2 Be able to use the internet and related technology for a range of business activities  LO3 Understand how organisations adapt to trends in the use of e-business  LO4 Understand the key features of planning for the increased use of e-business at different levels</p>
34	<b>Website Design Strategy</b>	<b>None</b>	

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35	Supply Chain and Stock Management	<p><b>Fully covered in:</b></p> <p><b>Unit 26 Procurement Processes in Business</b></p> <p>A1 Supplies that meet purchaser requirements  A2 Specifications  A3 Suppliers  B1 Identifying procurement requirements  B2 Sourcing supplies  B3 Securing supplies at required times  B4 Planning the procurement of goods from suppliers  B5 Calculating supply and demand requirements  B6 Procedural and regulatory requirements  C1 Negotiation  C2 The law of contract  C3 Agreements with suppliers  C4 Agreements with customers</p>	
36	Starting a Small Business	<p><b>Fully covered in:</b></p> <p><b>Unit 34 Launch and Run an Enterprise</b></p> <p>A1 Research an opportunity for a product or service  A2 Research the financial feasibility of the enterprise  A3 Develop a plan for the enterprise  B1 Research information to identify the needs and wants of customers  B2 Marketing strategy  C1 Enterprise set-up  C2 Resources  C3 Performance and monitoring  D1 Use financial data  D2 Customer feedback  D3 Create and present final report</p>	

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37	Understanding Business Ethics	<p><b>Fully covered in:</b></p> <p><b>Unit 20 Business Ethics</b></p> <p>A1 Features of business ethics  A2 Industry and professional codes of practice  A3 The application of ethical values to business practices  A4 Business ethics and the individual  B1 CSR issues and the impact on stakeholders  B2 Sustainability and the triple bottom line  B3 Promoting business ethics and CSR policies  C1 Strengthening a business organisation's CSR image  C2 Organisational responses to addressing ethical and CSR issues  C3 Reviewing business practices in relation to disaster recovery</p>	
38	Business and the Economic Environment	<p><b>Partially covered in:</b></p> <p><b>Unit 1 Exploring Business</b></p> <p>C1 External environment  C2 Internal environment  C3 Competitive environment</p>	<p><b>Not covered:</b></p> <p>LO2 Know how government spending impacts on businesses  LO3 Understand fiscal and monetary policies and the effects on spending  LO4 Know how the international economy affects UK businesses and competition</p>

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39	International Business	<p><b>Fully covered in:</b></p> <p><b>Unit 5 International Business</b></p> <p>A1 Globalisation  A2 Factors influencing globalisation  B1 International trading associations  B2 The finance of international trade  B3 Barriers to international business  B4 Exchange rates  C1 Strategic aims and objectives  C2 External influences  C3 Operational implications</p>	
40	Computer Applications for Financial Management	<b>None</b>	
41	Business Markets and the Economy	<p><b>Partially covered in:</b></p> <p><b>Unit 1 Exploring Business</b></p> <p>A1 Features of business organisations  B2 Aims and objectives  C1 External environment</p>	<p><b>Not covered:</b></p> <p>LO2 Know the characteristics of the UK economy  LO3 Understand the operation of market factors  LO4 Understand how markets are regulated in the UK economy</p>

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42	Quality Management Systems in Logistics	<p><b>Fully covered in:</b></p> <p><b>Unit 27 International Logistics</b></p> <p>A1 National and international logistics  A2 The supply chain  A3 Factors affecting international logistics  B1 Systems used in logistics  B2 Quality systems  B3 The role of operations management  C1 Demands affecting logistics operations  C2 Assessing logistics operations  C3 Reporting on improvements to logistics operations</p>	
43	Transport Planning	<b>None</b>	
44	Operational Management of Road Transport	<b>None</b>	
45	Transport Systems and the Environment	<p><b>Partially covered in:</b></p> <p><b>Unit 20 Business Ethics</b></p> <p>B2 Sustainability and the triple bottom line</p> <p><b>Unit 32 Business and Environmental Sustainability</b></p> <p>A2 Environmental issues</p>	<p><b>Not covered:</b></p> <p>LO1 Understand national and local government policies relating to transport systems and the environment  LO2 Know current transport systems  LO4 Understand alternative methods of transport</p>



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46	Supply Chain Organisation	<p><b>Partially covered in:</b></p> <p><b>Unit 27 International Logistics</b></p> <p>A2 The supply chain</p>	<p><b>Not covered:</b></p> <p>LO2 Know the job roles found in logistics</p> <p>LO3 Understand how roles integrate within the logistics environment</p> <p>LO4 Understand the impact of customer service on the supply chain</p>

## BTEC International Level 3 units not mappable to QCF qualification

International Unit Number	International Unit Name
6	Principles of Management
7	Business Decision Making
14	Investigating Customer Service
17	Digital Marketing
19	Pitching for a New Business
23	Work Experience in Business
24	Branding
28	Sales Techniques and Processes
33	Enterprise and Entrepreneurs
35	Survival and Growth
36	Social Enterprise
37	Intrapreneurship and Innovation in an Enterprise
39	Developing an Enterprise Strategy