

BTEC International Level 3 – Enterprise and Entrepreneurship - 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 Innovative Entrepreneur	<p>Partially covered in:</p> <p>Unit 33 Enterprise and Entrepreneurs</p> <p>A1 Enterprise and entrepreneurship A2 Mindset of the entrepreneur C4 External influences D1 Entrepreneurial skills D2 Assess potential enterprise opportunities D3 Develop the idea</p> <p>Unit 37 Intrapreneurship and Innovation in an Enterprise</p> <p>C1 Types of innovation</p> <p>Unit 39 Developing an Enterprise Strategy</p> <p>A1 Enterprise ideas A2 Vision and mission</p>	<p>Not covered:</p> <p>LO2 Be able to encourage creativity</p>

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		
2	Business Planning and Pitching	<p>Fully covered in:</p> <p>Unit 19 Pitching for a New Business</p> <p>A1 Exploration of ideas for a micro-business start-up A2 Models for business opportunities A3 Factors to be considered when setting up a micro-business B1 Market analysis and planning B2 Legal aspects B3 Financial aspects B4 Evaluation C1 Documents and materials for pitch to audience C2 Professional presentation skills demonstrated in the pitch C3 Review and evaluation of the pitch</p> <p>Unit 34 Launch and Run an Enterprise</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</p> <p>Unit 39 Developing an Enterprise Strategy</p> <p>A1 Enterprise ideas A2 Vision and mission</p>	

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		
3	Financial Planning and Implementation	<p>Partially covered in:</p> <p>Unit 3 Business Finance</p> <p>A1 Sources of finance A3 Business finance and types of business B1 Cash flow forecasts and statements C1 Statement of comprehensive income C2 Statement of financial position</p> <p>Unit 13 Cost and Management Accounting</p> <p>C1 Type and purpose of budgets C2 Usefulness of budgetary control C3 Preparation of budgets</p>	<p>Not covered:</p> <p>LO2 Know sources of business enterprise financial advice and guidance</p>
4	Launching your Business Vision	<p>Partially covered in:</p> <p>Unit 1 Exploring Business</p> <p>B2 Aims and objectives</p> <p>Unit 20 Business Ethics</p> <p>A1 Features of business ethics A3 The application of ethical values to business practices</p> <p>Unit 26 Procurement Processes in Business</p> <p>A3 Suppliers B1 Identifying procurement requirements B2 Sourcing supplies B3 Securing supplies at required times B4 Planning the procurement of goods from suppliers C1 Negotiation</p>	<p>Not covered:</p> <p>LO4 Be able to start trading</p>

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		
5	Monitoring the Performance of your Business	<p>Partially covered in:</p> <p>Unit 14 Investigating Customer Service</p> <p>A2 Customer expectations and satisfaction A4 Customer service legislation and regulations B1 Monitoring and evaluating customer service provision</p> <p>Unit 7 Business Decision Making</p> <p>C1 Analysis and interpretation of financial projections C2 Analysis and interpretation of financial statements C3 Creation and interpretation of a break-even chart</p> <p>Unit 8 Human Resources</p> <p>C3 Ethical and legal considerations in the recruitment process</p> <p>Unit 14 Investigating Customer Service</p> <p>A4 Customer service legislation and regulations</p> <p>Unit 18 Creative Promotion</p> <p>C4 Ethical and legal dimensions of promotional activities</p> <p>Unit 20 Business Ethics</p> <p>A2 Industry and professional codes of practice A3 The application of ethical values to business practices</p>	<p>Not covered:</p> <p>LO2 Be able to maintain systems needed to supply goods and services</p>

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		
6	Operating your Business	<p>Partially covered in:</p> <p>Unit 2 Research and Plan a Marketing Campaign</p> <p>A2 Market research methods B1 Research the characteristics of a market B3 Research the application of the promotional mix</p> <p>Unit 35 Survival and Growth</p> <p>C1 Internal factors C2 External factors</p>	<p>Not covered:</p> <p>LO1 Be able to manage own time LO2 Be able to network LO5 Know how to take action to respond to changes in the business environment</p>
7	Planning the Future Strategy of your Business	<p>Partially covered in:</p> <p>Unit 2 Research and Plan a Marketing Campaign</p> <p>C1 Marketing aims and objectives</p> <p>Unit 8 Human Resources</p> <p>C3 Ethical and legal considerations in the recruitment process</p>	<p>Not covered:</p> <p>LO1 Understand how microbusinesses expand LO2 Be able to assess the potential of the existing business to achieve a vision LO4 Understand how to manage staff LO5 Understand how to develop options for achieving expansion</p>

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		
8	Leadership and Teamwork	<p>Partially covered in:</p> <p>Unit 9 Team Building in Business</p> <p>A1 The difference between a group and a team A2 Types and purposes of business teams A3 Characteristics and benefits of an effective team B1 Team-building techniques B2 Theories of team development B3 Causes of team conflict C1 Being an effective team member C2 Being an effective team leader</p> <p>Unit 37 Intrapreneurship and Innovation in an Enterprise</p> <p>B2 Types of leadership and management styles</p>	<p>Not covered:</p> <p>LO3 Be able to contribute effectively as a team member and leader</p>
9	Working as an Intrapreneur	<p>Partially covered in:</p> <p>Unit 1 Exploring Business</p> <p>A1 Features of business organisations B1 Structure and organisation</p> <p>Unit 37 Intrapreneurship and Innovation in an Enterprise</p> <p>B1 Personal attributes and qualities of a successful intrapreneur</p>	<p>Not covered:</p> <p>LO2 Be able to agree consultancy work activities with others LO3 Be able to record development of own skills and behaviours LO4 Understand own contribution in the workplace</p>

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		
10	Market Research and Analysis	<p>Fully covered in:</p> <p>Unit 22 Market Research</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>	
11	Financial Literacy and Awareness	None	
12	Business in an International Context	None	
13	E-marketing and Website Design	<p>Partially covered in:</p> <p>Unit 17 Digital Marketing</p> <p>A1 Digital marketing in the marketing function A2 How the digital communication is delivered</p>	<p>Not covered:</p> <p>LO2 Understand the benefits of e-marketing for business LO3 Understand the main elements in web design usability and visual appeal LO4 Be able to design a website to meet user needs</p>

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		
14	Brand Development and Promotion	<p>Partially covered in:</p> <p>Unit 24 Branding</p> <p>A1 Principles of branding A2 Brand as an asset A3 Benefits and drawbacks of branding for a business B1 Branding as part of business strategy B2 Brand design B3 Factors influencing branding activities</p> <p>Unit 2 Research and Plan a Marketing Campaign</p> <p>A3 Business models used in marketing B3 Research the application of the promotional mix C3 The application of the marketing mix</p>	<p>Not covered:</p> <p>LO4 Be able to prepare a promotional campaign</p>
15	Social Enterprise	<p>Fully covered in:</p> <p>Unit 36 Social Enterprise</p> <p>A1 Principles and values of social enterprises A2 Operation of social enterprises A3 Social enterprise versus corporate social responsibility B1 Factors contributing to success B2 Factors contributing to failure C1 Planning and running a social enterprise activity C2 Reviewing a social enterprise activity</p>	

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		
16	Managing a Business Event	<p>Fully covered in:</p> <p>Unit 4 Managing an Event</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>	
17	e-Commerce	None	
18	Understanding Retailing	<p>Fully covered in:</p> <p>Unit 15 Investigating Retail Business</p> <p>A1 The nature of retailing</p> <p>A2 Classification of retailers</p> <p>A3 Structure of retailing</p> <p>A4 Employment in retail</p> <p>B1 The retail environment</p> <p>B2 Impact of social change</p> <p>B3 Changes due to new technologies used in the sector</p> <p>B4 The competitive environment and trends</p> <p>C1 Distribution channels</p> <p>C2 Retail supply chains and logistic processes</p> <p>C3 Inventory management</p> <p>C4 Impact of digital technology</p>	

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		
19	Relationship Marketing	<p>Fully covered in:</p> <p>Unit 2 Research and Plan a Marketing Campaign</p> <p>A1 The role of marketing</p> <p>Unit 7 Business Decision Making</p> <p>A3 Business practices and operations</p> <p>Unit 25 Relationship Marketing</p> <p>A1 Purposes of relationship marketing</p> <p>A2 Business benefits</p> <p>A3 Customer benefits</p> <p>B1 Gathering and using relationship marketing information</p> <p>B2 Implementing relationship marketing strategies</p> <p>B3 Relationship marketing and the marketing mix</p> <p>C1 Key factors of relationship marketing</p> <p>C2 Attracting and retaining customers using financial and non-financial methods</p> <p>C3 Performance measurement</p>	
20	Business Project Management	<p>Fully covered in:</p> <p>Unit 31 Effective Project Management</p> <p>A1 The project life cycle</p> <p>A2 Methodologies and planning tools</p> <p>A3 Stakeholders and the role of the project manager</p> <p>B1 Elements of a project plan</p> <p>B2 Project outcomes</p> <p>B3 Planning tools</p> <p>B4 Risks and contingency plans</p> <p>C1 Manage time and resources against a plan</p> <p>C2 Review project management methodologies and tools</p>	

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		
21	Recruitment and Selection in Business	<p>Fully covered in:</p> <p>Unit 8 Human Resources</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>	

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		
22	Development Planning for a Career in Business	<p>Fully covered in:</p> <p>Unit 8 Human Resources</p> <p>B2 Training and development B3 Performance appraisal</p> <p>Unit 21 Training and Development</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>Unit 23 Work Experience in Business</p> <p>B1 Induction</p> <p>Unit 30 Career Planning</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>	

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		
23	Business Markets and the Economy	<p>Partially covered in:</p> <p>Unit 1 Exploring Business</p> <p>A1 Features of business organisations B2 Aims and objectives C1 External environment</p>	<p>Not covered:</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>

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
23	Work Experience in Business
28	Sales Techniques and Processes
33	Enterprise and Entrepreneurs
35	Survival and Growth
37	Intrapreneurship and Innovation in an Enterprise
39	Developing an Enterprise Strategy