



Planning for externally assessed component 3: Promotion and Finance for Enterprise 18BVB08



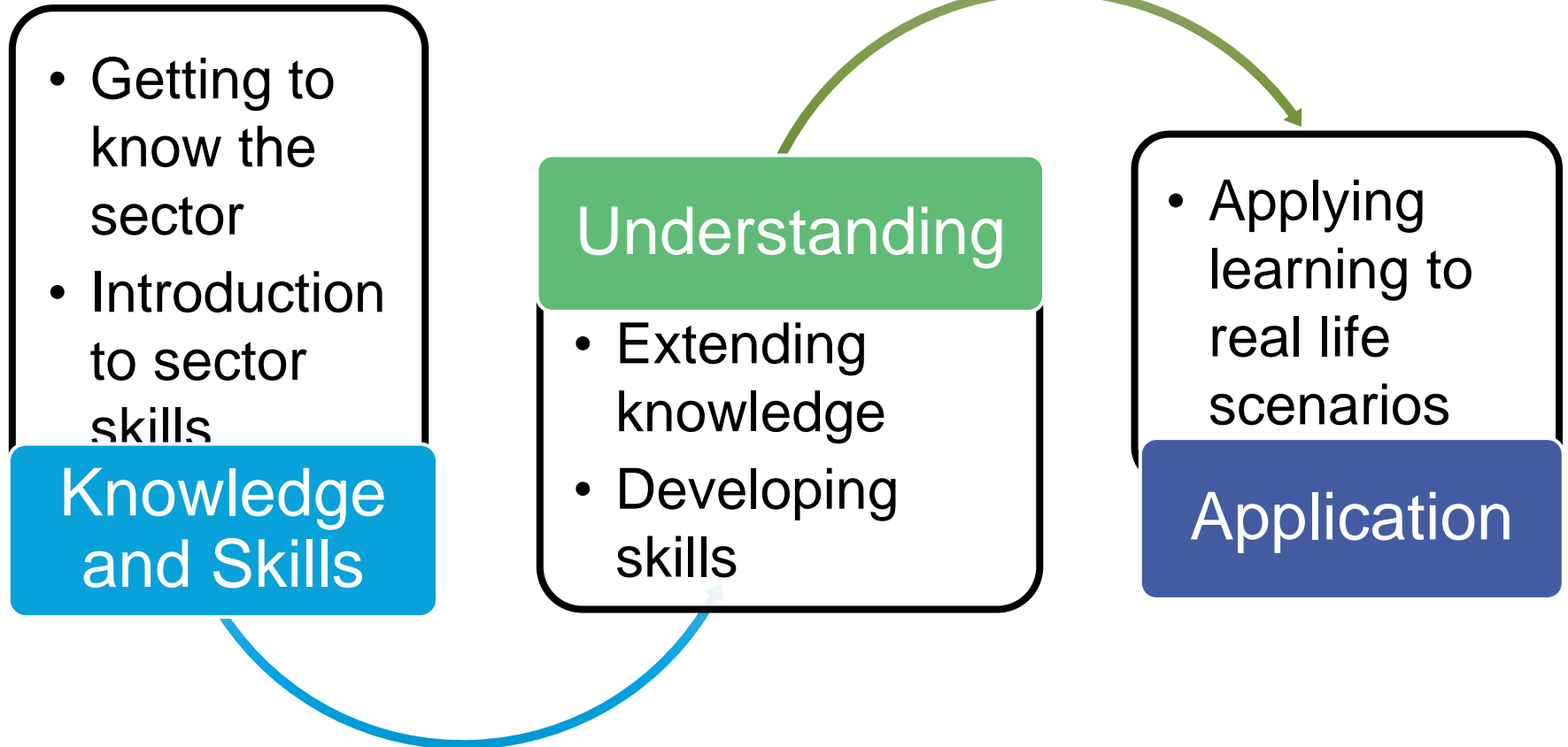
Getting to Know You



Aims for this Event

- Consider teaching, learning & assessment approaches and share practice within the externally assessed component
- Consider learner responses to specific questions and/or tasks
- Share practice in planning for externally assessed units
- Identify common issues
- Have the opportunity to network

Qualification Overview



Recognising Student Achievement

English
+ Maths
GCSE

2

+

Ebacc
GCSEs

3

+

Open
Group
(incl
BTEC)

3

=

8

The Qualification – At a Glance

Component titles	Assessment type	GLH	% of Qual
1. Exploring Enterprises	Internal	36	30
2. Planning for and Pitching an Enterprise	Internal	36	30
3. Promotion and Finance for Enterprise	External and synoptic	48	40

Getting Ready

When do you plan
to deliver and
assess component
3?

What do you need
to consider in your
planning?

External Assessment



Component 3

Promotion and Finance for Enterprise

Purpose

Explore the different promotional methods and financial document used in Enterprise

Written paper

February and May/June
First sitting
February 2019

Understanding the mark scheme

Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

Scenario

The activities in this paper are based on this scenario.

You should read this scenario carefully before you start the activities.

Complete all the activities.

Damian Jones has been interested in crafts since he left art college. This interest led him to set up a candle-making enterprise. The enterprise also offers candle-making workshops.

Damian started the enterprise three years ago. He is not experienced in managing the finances of an enterprise and finds this part of running his enterprise difficult.



Damian makes the candles himself. One area of the enterprise he is keen to expand is the candle-making workshop sessions where customers can create their own candles. In recent months, the number of customers for these workshop sessions has fallen. Damian is not sure why this is happening, but it is affecting the profits of his enterprise.

Damian wants you to help him improve the success of the candle-making workshops, and to help with the general financial management of the enterprise.



Mark Scheme

ADSAM

NQF BTEC Level 1/Level 2 Firsts in Enterprise (21429K)

Component 3: Promotion and Finance for Enterprise

Grading and Achievement



Component Grading

Internal Components grades:

Level 2 Distinction: All Level 2 Distinction criteria

Level 2 Merit: All Level 2 Merit criteria **OR** all Level 2 Pass criteria
PLUS final LA distinction criterion/criteria

Level 2 Pass: All Level 2 Pass criteria

Level 1 Merit: All Level 1 Merit criteria **OR** all Level 1 Pass criteria
PLUS final LA Level 2 Pass criteria

Level 1 Pass: All Level 1 Pass criteria

External component grades:

Level 2 Distinction

Level 2 Merit

Level 2 Pass

Level 1 Distinction

Level 1 Merit

Level 1 Pass

Qualification Grading

Internal assessment :

Unclassified = 0 points

Level 1 P = 9 points

Level 1 M = 15 points

Level 2 P = 22 points

Level 2 M = 29 points

Level 2 D = 36 points

External assessment:

Unclassified = 0 points

Level 1 P = 12-17 points

Level 1 M = 18-23 points

Level 1 D = 24-29 points

Level 2 P = 30-35 points

Level 2 M = 36-41 points

Level 2 D = 42-48 points

Final Qualification grade:

Level 1 Pass = 30 points

Level 1 Merit = 48 points

Level 1 Distinction = 56 points

Level 2 Pass = 69 points

Level 2 Merit = 82 points

Level 2 Distinction = 95 points

Level 2 Distinction* = 108 points

Performance Table Points

Level	Qualification Grade	2019 Performance Table Points
Level 2	Distinction*	8.5
	Distinction	7
	Merit	5.5
	Pass	4
Level 1	Distinction	3
	Merit	2
	Pass	1.25

Performance table points based on 2018



Support for Tech Awards



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Support Package

Plan

- Specifications
- Sample Assessment Materials
- Statement of Purpose
- Schemes of Work
- Mapping documents
- Course Planners
- Get Ready to Teach events

Teach

- Delivery Guide
- Assessment Tracking
- Mapping documents
- Internal Assessment Guides
- Sample Marked Learner Work

Assess/Track

- Authorised Briefs
- Past papers & mark schemes
- Templates and tools
- myBTEC
- Quality Assurance Guides
- Assessment and Assignment Writing
- Standards Verifier and quality review

Pearson paid-for resources and other publishers' resources that are endorsed for BTEC are not a pre-requisite for the delivery of Pearson's specifications.

Paid-for resources may also be available from other publishers.

Paid for

Student Book and Teaching Pack

- Teaching resources available in a downloadable pack.
- Content based on lessons in the free schemes of work.
- For each lesson, of each component, an editable worksheet and PPT slides are provided.

Paid for

- Training courses

What:

- Online services providing an easier way to manage delivery and assessment
- Support for the whole teaching and assessment team in one place
- Help with creating assignments and grade tracking
- Free for all BTEC centres.

Where:

Edexcel Online - myBTEC.pearson.com

Or access from Pearson Qualifications website: quals.pearson.com/mybtec



Your Subject Advisor



UK: 020 7010 2182

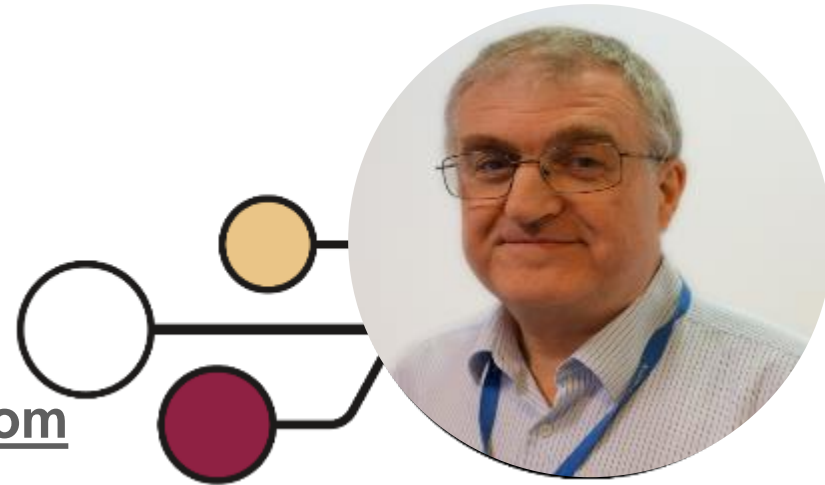
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Colin Leith

Economics, Enterprise
and Business

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Thank You and Evaluation

Thank you for attending today.
We hope you have found this event useful.

You will be emailed a link to the evaluation form after the event today. In order to continue to improve our offer, please take the opportunity to complete it.

You can also access it here:

<https://goo.gl/forms/Wzl6UjQSg14ExRg22>

