


# BTEC Nationals in Business and in Enterprise & Entrepreneurship from 2016



ALWAYS LEARNING PEARSON

---

---

---

---

---

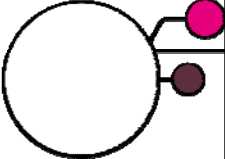
---

---

---

Before we start ...

## What are your top 3 questions for us today?



1 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

About your sector

- Careers in Business – the future
- Progression routes
- Employers who support BTEC Nationals
- BTEC Nationals students and higher education

2 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

**Workshop agenda**

How are your BTEC Nationals evolving?

- 1 Course content:** Flexible choice of subjects and course sizes.
- 2 Assessment:** Students apply learning through a range of assessments.
- 3 Your course toolkit:** Combining qualifications, resources and training to enable progression.

3 New BTEC Nationals in Business **PEARSON**

---

---

---

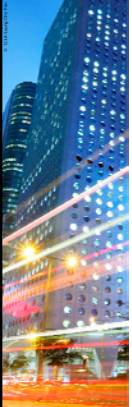
---

---

---

---

---



**BTEC Nationals in Business and in Enterprise and Entrepreneurship**

Flexible choice of course sizes

4 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

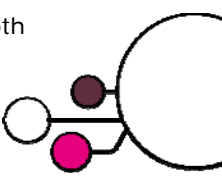
---

---

---

**Flexible choice of course sizes**

- Sizes
- Purpose and progression
- Your courses
- Your courses in depth



5 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

**Flexible choice of course sizes**

### Sizes - Business

<b>Certificate</b> 180 GLH	Equivalent in size to: <b>0.5 A level</b>
<b>Extended Certificate</b> 360 GLH	Equivalent in size to: <b>1 A level</b>
<b>Foundation Diploma</b> 540 GLH	Equivalent in size to: <b>1.5 A levels</b>
<b>Diploma</b> 720 GLH	Equivalent in size to: <b>2 A levels</b>
<b>Extended Diploma</b> 1080 GLH	Equivalent in size to: <b>3 A levels</b>

6 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

**Flexible choice of course sizes**

### Sizes - Retail

<b>Diploma</b> 720 GLH	Equivalent in size to: <b>2 A levels</b>
---------------------------	--

### Sizes – Enterprise and Entrepreneurship

<b>Certificate</b> 180 GLH	Equivalent in size to: <b>0.5 A level</b>
<b>Extended Certificate</b> 360 GLH	Equivalent in size to: <b>1 A level</b>
<b>Diploma</b> 720 GLH	Equivalent in size to: <b>2 A levels</b>

7 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

**Flexible choice of course sizes**

### Purpose and progression – Business

Qualification name and size	Fits into your curriculum...	Progression to...
<b>Certificate</b> 180 GLH Same as 0.5 A level	Introduction to the business sector usually taken alongside other vocational or general qualifications.	Further study at level 3, higher education or training in business or a related sector.
<b>Extended Certificate</b> 360 GLH Same as 1 A level	Part of a programme of study including other courses e.g. BTEC Nationals or A levels	Further study at level 3, higher education or training in business or a related sector.
<b>Foundation Diploma</b> 510 GLH Same as 1.5 A levels	Part of a programme of study including other courses e.g. BTEC Nationals or A levels	Further study at level 3, higher education or training in business or a related sector.

8 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

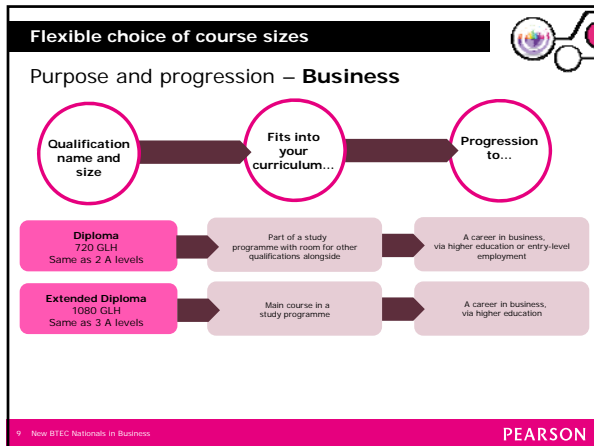
---

---

---

---

---




---

---

---

---

---

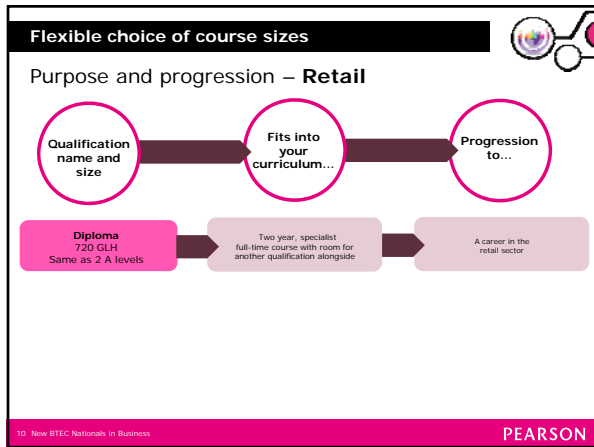
---

---

---

---

---




---

---

---

---

---

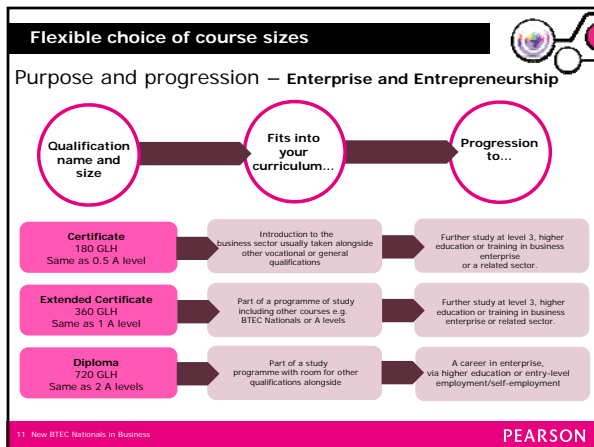
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

### Flexible choice of course sizes

- Increased mandatory content
- Knowledge into practice
- Employability skills throughout assessment criteria

#### Structure key

- Assignment – set and marked internally
- Task – set and marked by Pearson
- Written exam – set and marked by Pearson

12 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

### Flexible choice of course sizes

#### Your Business courses at a glance

Certificate 180 GLH	Extended Certificate 360 GLH	Foundation Diploma 510 GLH	Diploma 720 GLH	Extended Diploma 1080 GLH
<b>TOTAL: 2 UNITS</b>	<b>TOTAL: 4 UNITS</b>	<b>TOTAL: 6 UNITS</b>	<b>TOTAL: 8 UNITS</b>	<b>TOTAL: 13 UNITS</b>
<b>3 MANDATORY UNITS</b>	<b>3 MANDATORY UNITS</b>	<b>4 MANDATORY UNITS</b>	<b>4 MANDATORY UNITS</b>	<b>7 MANDATORY UNITS</b>
1. Exploring Business (60 GLH) 2. Developing a Marketing Campaign (60 GLH)	1. Exploring Business (60 GLH) 2. Developing a Marketing Campaign (60 GLH) 3. Personal and Business Finance (120 GLH)	1. Exploring Business (60 GLH) 2. Developing a Marketing Campaign (60 GLH) 3. Personal and Business Finance (120 GLH) 4. Managing an Event (60 GLH)	1. Exploring Business (60 GLH) 2. Developing a Marketing Campaign (60 GLH) 3. Personal and Business Finance (120 GLH) 4. Managing an Event (60 GLH) 5. International Business (60 GLH)	1. Exploring Business (60 GLH) 2. Developing a Marketing Campaign (60 GLH) 3. Personal and Business Finance (120 GLH) 4. Managing an Event (60 GLH) 5. International Business (60 GLH) 6. Principles of Management (120 GLH) 7. Business Decision Making (120 GLH)
<b>0 OPTIONAL UNITS</b>	<b>1 OPTIONAL UNITS</b>	<b>2 OPTIONAL UNITS</b>	<b>3 OPTIONAL UNITS</b>	<b>4 OPTIONAL UNITS</b>
	Optional Unit (60 GLH)	Optional Unit (60 GLH) Optional Unit (60 GLH)	Optional Unit (60 GLH) Optional Unit (60 GLH) Optional Unit (60 GLH)	Optional Unit (60 GLH) Optional Unit (60 GLH) Optional Unit (60 GLH) Optional Unit (60 GLH)
<b>Types of assessment</b> Assignment – set and marked internally Task – set and marked by Pearson Written Exam – set and marked by Pearson				

13 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

### Flexible choice of course sizes

#### Your specialist Retail course at a glance

Unit (Number & Title)	GLH	Diploma (720 GLH)
		<b>10 UNITS</b>
		<b>6 MANDATORY</b>
		<b>4 Optional</b>
1. Investigating the Business Environment	120	M
2. Personal and Business Finance	120	M
3. Recruitment and Selection process	60	M
4. Investigating Retail Business	60	M
5. Customer Service in Retail	60	M
6. Retailing in food and fashion	60	M
7. Team Building in Business	60	O
8. Visual Merchandising	60	O
9. Work Experience in Business	60	O
10. Buying for Business (CIPS)	60	O
11. Supply Chain Operations (CIPS)	60	O
12. Marketing Planning	60	O

14 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

**Flexible choice of course sizes**

Your **Enterprise and Entrepreneurship** courses at a glance

Unit (Number & Title)	GLH	Certificate (180 GLH)	Extended Certificate (360 GLH)	Diploma (720 GLH)
		2 UNITS	4 UNITS	9 UNITS
		2 MANDATORY	3 MANDATORY	6 MANDATORY
		0 Optional	1 Optional	3 Optional
1. Enterprise and Entrepreneurship	90	M	M	M
2. Developing a Marketing Campaign	90	M	M	M
3. Business and Personal Finance	120		M	M
4. Launch and Run an Enterprise	90			M
5. Survival and Growth	90			M
6. Business Decision Making	120			M
7. Social Enterprise	60		O	O
8. Entrepreneurship and Intrapreneurship in practice	60		O	O
9. Innovation and Enterprises	60			O

**Types of assessment**

- Assignment: Set and marked internally
- Exam: Set and marked by Pearson
- Online exam: Set and marked by Pearson

15. New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

**Flexible choice of course sizes**

Inside your **Foundation Diploma in Business**

Support from professional bodies.

**Foundation Diploma**  
510 GLH  
TOTAL: 6 UNITS

4 MANDATORY UNITS

1. Exploring Business (90 GLH)
2. Developing a Marketing Campaign (90 GLH)
3. Personal and Business Finance (120 GLH)
4. Managing an Event (90 GLH)

2 optional units

Externally-assessed mandatory units appropriate to progression

Range of assessment opportunities for applied learning in practical scenarios

2 optional units to complement the knowledge and skills built in mandatory units

16. New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

**Flexible choice of course sizes**

Inside your **Extended Diploma in Business**

Support from professional bodies and key industry employers

**Extended Diploma**  
1080 GLH  
TOTAL: 13 UNITS

7 MANDATORY UNITS

1. Exploring Business (90 GLH)
2. Developing a Marketing Campaign (90 GLH)
3. Personal and Business Finance (120 GLH)
4. Managing an Event (90 GLH)
5. International Business (90 GLH)
6. Principles of Management (120 GLH)
7. Business Decision Making (120 GLH)

6 optional units

Strong HEI support for all mandatory units to support progression to a wide range of courses

Synoptic unit allows for students to apply knowledge and skills learnt throughout the course in a task based on screen assessment

Range of optional units to suit student, centre and local employer needs

17. New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

### Flexible choice of course sizes

#### Inside your Diploma in Retail

**Diploma**  
720 GLH

**TOTAL: 10 UNITS**

**6 MANDATORY UNITS**

1. Investigating the Business Environment (120 GLH)
2. Personal and Business Finance (120 GLH)
3. Recruitment and Selection Process (60 GLH)
4. Investigating Retail Business (60 GLH)
5. Customer Service for the Retail Sector (60 GLH)
6. Working in Food and Fashion (60 GLH)

4 optional units from:

9. Team Building in Business	16. Visual Merchandising	27. Work Experience in Business
31. Buying for Business	32. Supply Chain Operations	33. Marketing Planning

**CIPS approval for Level 3 Advanced Certificate when completing units 31/32/33 with the course**

Strong employer support for the qualification from key market leaders

CIPS support for employer involvement

Focused mandatory units to support skills for progression into the retail industry

18. New BTEC Nationals in Business

PEARSON

---

---

---

---

---

---

---

---

---

---

---

---

### Flexible choice of course sizes

#### Inside your Extended Certificate in Enterprise and Entrepreneurship

**Extended Certificate**  
360 GLH

**4 Units**

**3 Mandatory**

1. Enterprise and Entrepreneurship
2. Developing a Marketing Campaign
3. Business and Personal Finance

1 optional unit from:

7. Social Enterprise	8. Entrepreneurship and Intrapreneurship in Practice
----------------------	--

Strong employer involvement support from Peter Jones Foundation

Optional units to ensure a practical delivery and assessment approach

Good additional qualification for combined study programme or progression to larger sizes

Pearson-led assessment ensuring support for progression

19. New BTEC Nationals in Business

PEARSON

---

---

---

---

---

---

---

---

---

---

---

---

### Meaningful employer involvement

#### What's required

- Good practice to involve employers in delivery and assessment – many of you already do
- **Compulsory for specialist BTEC Nationals** (designed using "Tech Level" criteria)
  - **Mandatory units must contribute** (we've recommended units – see Section 4 in your specification)
  - You'll need to provide **evidence for quality assurance**

20. New BTEC Nationals in Business

PEARSON

---

---

---

---

---

---

---

---

---

---

---

---

**Meaningful employer involvement**

**Practical examples**

- Structured work experience
- Projects and assessments with input from industry practitioners
- Co-delivery
- Industry practitioners as assessors

21 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

**Flexible choice of course sizes**

**In summary**

- Qualifications designed for progression to employment and HE
- Recognised by industry
- Appropriate assessment that is relevant to progression
- Supporting meaningful employer involvement

22 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

**Questions**

Pause for thought ... any questions on what you've heard so far?

We'll answer as many as we can.

23 New BTEC Nationals in Business PEARSON

---

---

---

---

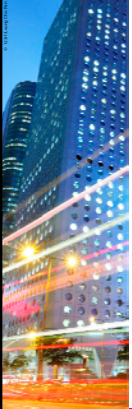
---

---

---

---





## BTEC Nationals in Business and in Enterprise and Entrepreneurship

Students apply learning through a range of assessment types

24 New BTEC Nationals in Business

PEARSON

---

---

---

---

---

---

---

---

### Students apply learning in a range of assessment types

- Types of assessment
- Internal assessment and quality assurance
- External assessment (tasks and exams)
- Synoptic assessment
- Grading and compensation

25 New BTEC Nationals in Business

PEARSON

---

---

---

---

---

---

---

---

### Students apply learning in a range of assessment types

#### Types of assessment

	Set and marked by	Format	Students demonstrate
Assignments	You. Verified by Pearson <b>Resubmission time limit is now 15 working days (increased from 10 working days).</b>	<ul style="list-style-type: none"> <li>Practical tasks</li> <li>Work-related scenarios</li> <li>Tailored to local needs</li> </ul>	Application of knowledge and skills Individually or in teams
Tasks	Pearson	<ul style="list-style-type: none"> <li>Practical tasks</li> <li>Everyday scenarios</li> <li>Controlled conditions</li> <li>Some pre-released information</li> </ul>	Application of learning to common workplace or HE scenarios
Written exams	Pearson	<ul style="list-style-type: none"> <li>Practical questions</li> <li>Written responses</li> <li>Controlled conditions</li> </ul>	Confidence with recalling and applying technical information and fundamental knowledge

Range of assessment styles allows learners to showcase their skills and application of knowledge, so they can progress to higher education and/or employment.

26 New BTEC Nationals in Business

PEARSON

---

---

---

---

---

---

---

---

**Students apply learning in a range of assessment types**

Quality Assurance - confidence in the standard

PROPOSAL – in development for courses starting in September 2016

Understand the standard	Apply the standard	Assess to the standard	Maintain the standard
Annual standardisation training for Programme team	Support includes Authorised Assignment Briefs	Standards Verifier samples assessment decisions	Annual visit to support Quality Nominee (Quality Management Review)

27 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

**Students apply learning in a range of assessment types**

Tasks - set and marked by Pearson

Unit 2: Developing a Marketing Campaign	Unit 6: Principles of Management	Unit 7: Business Decision Making	Unit 28: Investigating the Business Environment
Pre-released material includes information about a business for research. Learners will need to apply their knowledge, ideas and skills to plan a marketing campaign, linking its success to the impact on the business.	Pre-released task-based assessment. Students must synthesise and evaluate information from a business scenario and relate it to how management and leadership practices can create a more effective business and workforce.	Unseen case study or business scenario. Learners will draw from learning from previous mandatory units to an unseen case study scenario using a range of given information to create a business plan.	A task set and marked by Pearson and completed under supervised conditions. Learners will be provided with a case study two weeks prior to a supervised assessment period in order to carry out research. The supervised assessment period is a maximum of 3 hours and can be arranged over a number of sessions.

- Students demonstrate confidence applying knowledge to everyday scenarios
- All tasks set and marked by Pearson
- Controlled conditions
- One re-take allowed.

28 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

**Students apply learning in a range of assessment types**

Exam

**Unit 3: Personal and Business Finance**

The written test will cover the purpose and importance of personal and business finance, including the skills and knowledge needed to understand, analyse and prepare financial information

- Students demonstrate confident application of technical, theoretical or fundamental knowledge.
- Controlled assessment conditions.
- All exams set and marked by Pearson.
- One re-sit allowed

29 New BTEC Nationals in Business **PEARSON**

---

---

---

---

---

---

---

---

---

---

---

---

**Group task**

# Group activity looking at an assessment



30 New BTEC Nationals in Business

PEARSON

---

---

---

---

---

---

---

---

**Students apply learning in practical assessments**

## Synoptic assessment

Synoptic assessment allows students to show they can draw on skills and knowledge from right across the qualification's content and apply it to a specific scenario.

<b>Synoptic units: Business</b>	
Unit 2: Developing a Marketing Campaign	Certificate Extended Cert Foundation Diploma
Unit 5: International Business	Diploma
Unit 7: Business Decision Making	Extended Diploma
<b>Synoptic unit: Retail</b>	
Unit 15: Investigating Retail Business Unit 30: Retailing in Food and Fashion	Diploma in Retail
<b>Synoptic units: Enterprise and Entrepreneurship</b>	
Unit 2: Developing a Marketing Campaign	Certificate Extended Cert
Unit 4: Launch and Run an Enterprise	Diploma

31 New BTEC Nationals in Business

PEARSON

---

---

---

---

---

---

---

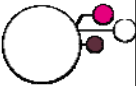
---

**Grading**

## Headlines

- **Compensation**  
Students don't have to pass every unit to pass the course.
- **New "N" grade for externally assessed units**  
New grade in between Pass and Unclassified ensures students narrowly missing a Pass still gain points towards the overall grade
- **Unlike BTEC Firsts, students don't have to pass "the Core"**  
No "core" units – no requirement to pass all mandatory units.

Learn more in our Get Ready to Teach events



32 New BTEC Nationals in Business

PEARSON

---

---

---

---

---

---

---

---

**Students apply learning in practical assessments**

**In summary**

Three types of **assessment**:

- Task** (*external*)
- Written exams** (*external*)
- Assignments** (*internal*)

- Internal re-submission time changed to 15 days
- Compensation to reflect performance across whole course
- Synoptic assessment for each size of qualification

33 New BTEC Nationals in Business PEARSON

---

---

---

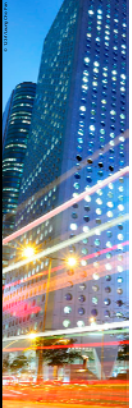
---

---

---

---

---



**BTEC Nationals in Business and in Enterprise and Entrepreneurship**

Your course toolkit

34 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

**Combines qualifications, resources and training to enable progression**

**Planning**

**Plan**

- Get to know your course**
  - Specification
  - Sample Assessment Materials
  - Delivery Guide
- Expert help and support**
  - Subject Advisor
- Unit-by-unit planning**
  - Schemes of Work
  - Mapping documents
- Course planning**
  - myBTEC
  - Delivery plans
  - Get Ready to Teach events
- Recruit and prepare Learners**
  - Learner profiles
  - Skills for learning and work – activity sheets

35 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

Combines qualifications, resources and training to enable progression

Planning

Plan

Let's look at some of those materials....

36 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

---

---

---

---

Combines qualifications, resources and training to enable progression

Teaching

Teach

Resources for learning and revision

- BTEC Revise
- Student textbook

Resources for teaching

ActiveLearn Digital Service, including:

- Unit-by-unit support for planning
- Unit-by-unit support for independent learning

Resources for teaching

- Delivery Guide

Training

- Training courses

37 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

---

---

---

---

Combines qualifications, resources and training to enable progression

Teaching

Teach

Let's look at some of those materials....

38 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

---

---

---

---

**Combines qualifications, resources and training to enable progression**

Assessment and tracking

Plan Teach Assess & Track Develop

**Guidance**

- Quality Assurance Guides including Handbook, Assessment and Assignment Writing
- Standards Verifier and Quality Review visit
- Standardisation training

**Examples of the Standard**

- Authorised Assignment Briefs
- Past papers and mark schemes; specimen papers and tasks for practice
- Sample Marked Learner Work

**Templates and tools**

- myBTEC: Progress tracking

**Reports and feedback**

- Examiner reports

39 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

---

---

**Combines qualifications, resources and training to enable progression**

Assessment and tracking

Plan Teach Assess & Track Develop

Let's look at some of those materials.... – this will include video of myBTEC.

40 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

---

---

**Combines qualifications, resources and training to enable progression**

Develop

Plan Teach Assess & Track Develop

**Professional Development**

- Training courses

41 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---

---

---

**Questions**

Any further questions?

We'll answer as many as we can

42 New BTEC Nationals in Business PEARSON

---

---

---

---

---


---

---


---


**Step by step support available online, by phone or in person**


Your subject advisor



**Colin Leith**  
Business

 UK: 020 7010 2182

 TeachingBusiness@pearson.com

 @PearsonEconBus

43 New BTEC Nationals in Business PEARSON

---

---

---

---

---

---

---

---