

Real skills **for**  
**the real world**



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A centre guide to Pearson's  
BTEC qualifications in  
**Business and Services**

# Real skills for the real world

Over the last 30 years, Pearson's BTEC qualifications have helped people across the globe develop the skills they need to achieve their education and career goals. Engaging and inspiring, these work-related qualifications are suitable for a wide range of ages and abilities. Our practical learning focuses students' minds and helps to show how theory works in real life.

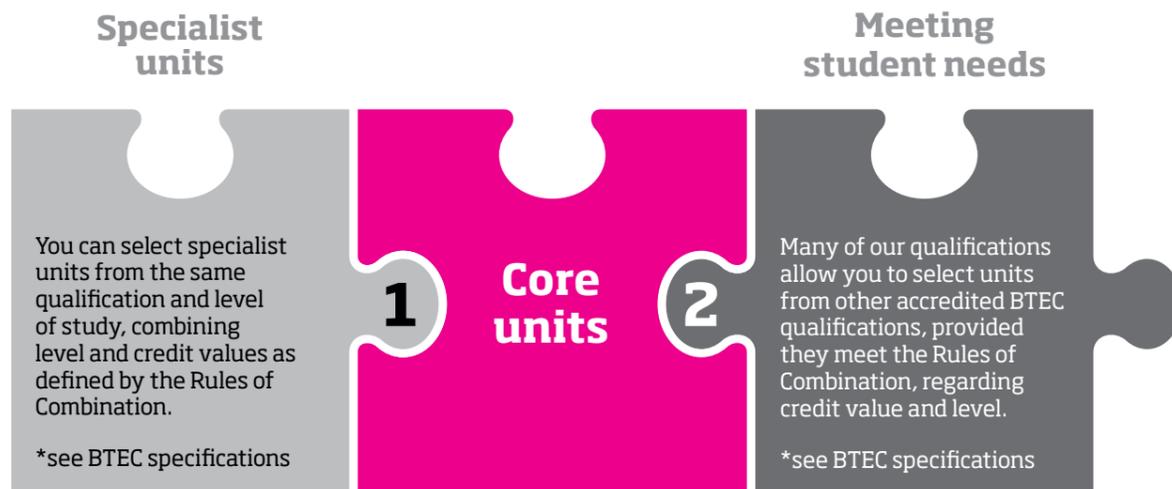
Pearson's BTEC qualifications in Business and Services are amongst our most popular qualifications. They have been designed to not only equip students with in-depth technical knowledge of business, but also to develop real world skills which they can transfer to the workplace or higher education.

Students learn best when they can apply their own knowledge, skills and enthusiasm to a subject. The flexibility of BTEC qualifications enables centres to tailor content to the career direction of their students and deliver a world-class learning experience.

## A modular approach to learning

The structure of BTEC qualifications in Business and Services is designed to adapt to the needs of students and to meet the requirements of employers. Each qualification is made up of **core units**, which provide a broad introduction and help students gain the essential knowledge of the subject area; and **specialist units**, which build expertise in specific areas relevant to students' needs.

When designing a programme to suit your students, you have three options for specialisation:



## Teaching in ways your students will love

BTEC qualifications are uniquely placed to provide a blended approach to learning, underpinning academic achievement with practical real work examples. The modular approach to the course gives you scope to be more creative in your teaching and adapt the course delivery accordingly.

## Recognising student success

BTEC qualifications that have been designed for progression to higher education are graded to enable your brightest students to achieve their university ambitions or to progress directly into employment. Whereas our work-related specialist BTEC qualifications have been designed to demonstrate a level of technical knowledge in a work related activity - resulting in increased job opportunities.

## Giving students options

The world of education is changing and the flexibility of BTEC qualifications gives our BTEC learners across the world the opportunity to study part-time to aid their career progression, or follow a traditional full-time study pathway that leads to university and employment.



# Wide-ranging and wide-reaching

Pearson's BTEC qualifications are available from entry level (beginner) through to level 5 (equivalent to the first 2 years of university study). This gives students the opportunity to choose the right level for their requirements or steadily work their way through all levels, acquiring new skills and certificates at every stage.

Here is a snapshot of the options available for teaching BTEC qualifications in Business and Services:

LEVEL	STAGE OF LEARNING	FRAMEWORK	QUALIFICATIONS	TYPICAL PROGRESSION
LEVEL 1	ALL	QCF	BUSINESS ADMINISTRATION RETAIL KNOWLEDGE	ENTRY TO LEVEL 3
LEVEL 2		SRF	BUSINESS	LEVEL 3
LEVEL 3	SCHOOLS AND COLLEGES	QCF	APPLIED LAW	UNIVERSITY / EMPLOYMENT
			BUSINESS Pathways: Accounting; Administration; Human Resources; Law; Logistics; Management; Marketing; Retail PERSONAL AND BUSINESS FINANCE ENTERPRISE AND ENTREPRENEURSHIP	
LEVEL 4	HIGHER EDUCATION	QCF	BUSINESS	2ND YEAR UNIVERSITY
LEVEL 5			BUSINESS Pathways: Accounting; Human Resource Management; Law; Management; Marketing	2ND OR 3RD YEAR UNIVERSITY
LEVEL 4	PROFESSIONAL	QCF	PUBLIC RELATIONS ACHIEVING EXCELLENCE IN SKILLS MANAGEMENT BUSINESS ADMINISTRATION	EMPLOYMENT
LEVEL 5			MANAGEMENT AND LEADERSHIP INNOVATION AND GROWTH	
LEVEL 7			STRATEGIC MANAGEMENT AND LEADERSHIP	

\* Based on UK degree system - each University will make their own entry requirements.

\*\*Visit [qualifications.pearson.com/business](http://qualifications.pearson.com/business)

## Continue to deliver our BTEC Level 3 Nationals (2010) qualifications with confidence

We regularly review all our qualifications to ensure they continue to meet the needs of learners in helping them progress to the next stage of their lives, whether into further education or employment. In 2014, we began a review of our BTEC Level 3 National (2010) qualifications, in light of new UK government recommendations for vocational qualifications.

As a result of our consultation with educators and key stakeholders, we are pleased to announce an extension to the last registration date for our existing BTEC Level 3 Nationals (2010) Business and Services qualifications to 31 December 2017, allowing student registrations until the end of December 2017 with a last certification date of 31 December 2020. This means that you can continue to register learners onto these qualifications with confidence up until 31 December 2017. BTEC Level 3 Nationals (2010) will also continue to attract UCAS points and provide a clear progression pathway to Higher Education.



## Where will BTEC take your students?

After completing their BTEC qualifications in Business and Services, students can progress to:

- ◆ **University** – 95% of UK universities and 200 universities worldwide (including many from *The Times* Top 100 Universities) accept BTEC. Visit our degree course finder to see the latest UK and international universities, which accept our BTEC qualifications: [degreecoursefinder.pearson.com](http://degreecoursefinder.pearson.com)
- ◆ **Employment** – many leading companies such as Microsoft, Barclays, BP and Hilton Hotel Group actively recruit BTEC students.
- ◆ **Set up a business** – BTEC students can apply the entrepreneurial skills they've developed as part of their learning to set up their own company.

Whichever progression route your students decide to take, they can be confident that the skills and knowledge that they've acquired during their BTEC qualifications, can be seamlessly applied to university or the workplace.

Here is just a selection of the job titles that students who have taken a BTEC in Business and Services can aspire to:



# For a flexible future

## Employer case study: BT's Customer Service Programme



Operating in more than 170 countries, BT is one of the world's leading providers of communications solutions and services.

In order to become 'the number one choice for customer service' it was necessary for BT to up-skill and re-skill its existing staff and they worked with Pearson in order to achieve this. To date 8,000 employees in BT contact centres have achieved, or are registered onto, a BTEC Apprenticeship programme.

*"Pearson provide invaluable input, advice and guidance to our learning and development programmes, and we recommend the use of BTEC qualifications to other companies."*

Andy Palmer, Head of Skills for the BT Group

## Student case study: Lenora Caton, Rotterdam, Holland Diploma in International Business Studies



Lenora followed her dream to study in England to undertake a BA in Marketing at Lincoln University. She then successfully completed an MSc in Branding at The University of East Anglia. Lenora is currently working in the mobile marketing sector as an Account Executive.

*"Completing my BTEC has helped me to gain far more than just an education. It was the starting point of something much bigger. It's a world-class qualification where the only limit is down to your own imagination and determination."*

# Support for everyone

We understand that delivering BTEC qualifications takes time and careful planning and our fully supported training and resources make teaching these qualifications as rewarding as studying them.

Each of our BTEC qualifications comes with a detailed specification outlining the qualification's objective; prior knowledge or skills that are required; units that must complete before the qualification is awarded; method of assessment; and performance criteria. To view the specifications for BTEC qualifications in Business and Services, please visit: [qualifications.pearson.com/business](http://qualifications.pearson.com/business)

Below are some support services\* that are available for BTEC qualifications:

<b>1 DELIVERY GUIDES</b> Helping you achieve best practice in delivery and assessment. Contains unit-by-unit guidance on how to meet and exceed specification requirements.	<b>2 STUDY SKILLS GUIDE</b> Indispensable guides for your students. Covers fundamental skills like study planning, research, assignment writing and avoiding plagiarism, preparing them to study at Higher National level and beyond.	<b>3 SAMPLE ASSIGNMENT BRIEFS</b> We've created these handy templates to help you create assignments which are effective, easy to understand and meet specification requirements. We also provide examples of assignment briefs.	<b>4 ASSIGNMENT CHECKING SERVICE</b> Get an expert review on two proposed assignments, per level, per subject, at the start of the teaching period.**
<b>5 ASK THE EXPERT</b> Access our interactive, online portal to find answers to common questions, or to ask your own specific question.	<b>6 SUBJECT ADVISORS</b> Our Subject Advisors are available by email and phone to support your requirements.	<b>7 PROGRESSION SUPPORT</b> Progression Plus Students can learn about the global study opportunities open to them once they have gained their BTEC Higher National qualification by using our online Degree Course Finder tool: <a href="http://degreecoursefinder.pearson.com">degreecoursefinder.pearson.com</a>	<b>8 TRAINING SOLUTIONS</b> Choose from a range of practical, hands-on events designed to help those actually delivering the qualifications. For centres with very specific needs, we can also design bespoke programmes.

\* This is a selection of the support we can offer, but please visit our website to find out what support is available for your chosen qualification.  
\*\* Not available for Higher Nationals



**“Pearson’s BTEC Programme gave me the practical knowledge which is very important in today’s world. The practical edge of the curriculum has helped me gain a work ready experience.”**

Manali Subhash Pawar  
BTEC Diploma in Business (Accounts)

# Start teaching BTEC in Business and Services

If you're already a BTEC approved centre, simply contact your local regional office to undertake the relevant paperwork.

For new centres you can get approved to offer BTEC qualifications in two simple steps:



**Approval Process:** Your local Pearson representative will visit you to discuss your specific requirements and assist you with completing an approval form.



**Staff Training:** We offer implementation training which includes both general teaching skills and subject specific content, adapted to your needs.

Set your centre apart with qualifications that engage and inspire students.



**Learn more:**  
Contact your local Pearson representative at:  
[qualifications.pearson.com/contactus](http://qualifications.pearson.com/contactus)

Or visit:  
[qualifications.pearson.com/BTEC](http://qualifications.pearson.com/BTEC)