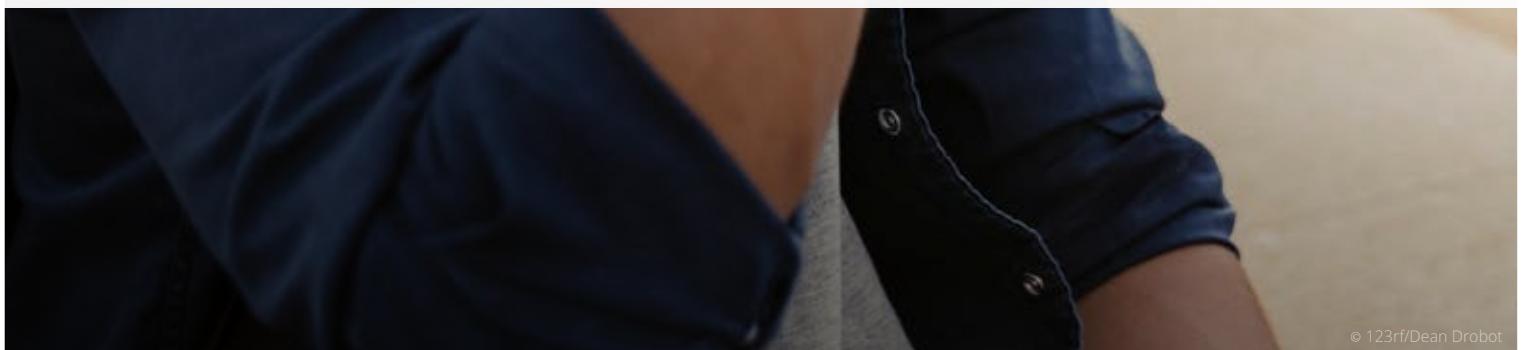




Pearson
BTEC



Business



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Practitioners Guide

Welcome to BTEC Business+

Pearson has created this digital learning solution to respond to a growing demand from learners to help them build knowledge through accessible and engaging online content, particularly in the form of bite-sized topics and activities.

The BTEC Business Plus digital learning content is aligned to the BTEC Level 3 Nationals in Business and covers over 86% of the mandatory units in the qualification suite to support its delivery and assessment of learners and includes teacher guides to support a blended delivery model.

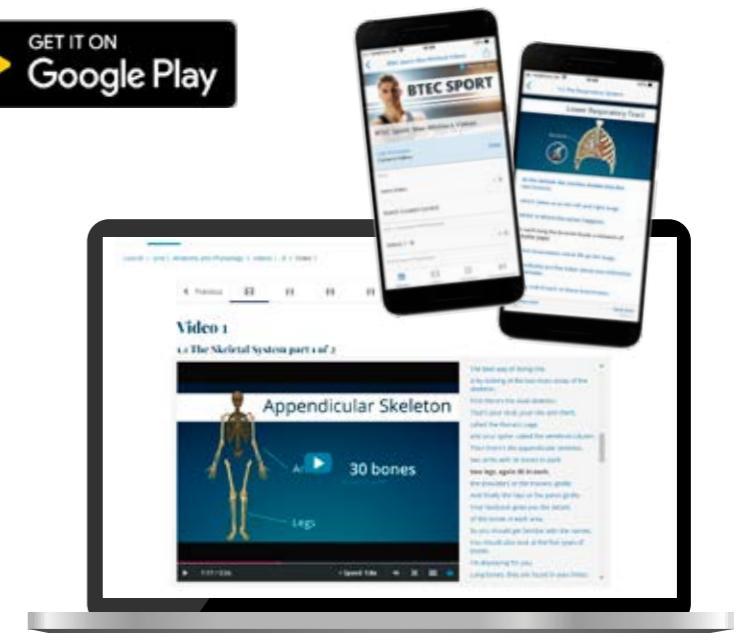
The content is presented in a modular structure aligned to the BTEC qualification learning aims making it easy for learners to work through the modules. End of module knowledge quizzes challenge learners to reflect on and apply learning across broader topic areas aligned with supporting their BTEC assessment. Each of our topics looks at the knowledge, behaviours, and skills to support the learning during study, practice and beyond. Learners will engage with a range of presentation formats and stimuli to introduce, develop, and reinforce understanding. This document contains a contents guide, so you know which units and or topics we have covered to empower your study programme.

This solution has the flexibility for practitioners, departments, and centres to be used in a magnitude of ways to support teaching, learning and assessment, whilst also being perfect to support blended learning delivery; in the classroom, before or during a lesson, or via the Learning Hub app for the learners to access in their own time to facilitate independent study.

Find out more about how Learning Hub can support your [**digital learning solution**](#).

Download the app

Click the icons below, or search Pearson LearningHub where you find apps.



Web for BTEC

Included in your access to BTEC Marketing+ is Web for BTEC, a new digital support tool designed to give your vocational learners the research tools they need to focus and achieve success.

Web for BTEC



What units are available?

- Unit 1: Exploring Business
- Unit 2: Developing a Marketing Campaign
- Unit 3: Personal and Business Finance
- Unit 5: International Business
- Unit 6: Principles of Management
- Unit 7: Business Decision Making
- Unit 17: Digital Marketing
- Unit 22: Market Research

Module B: Investigate how businesses are organised

- B1: Structure and Organisation
- B2: Aims and Objectives
- B1-B2 Quizzes
- Module B: Assessment activities
- Module A and B: Assessment activities

Module C: Examine the environment in which businesses operate

- C1: External Environment
- C2: Internal Environment
- C3: Competitive Environment
- C4: Situational Analysis
- C1-C4 Quizzes
- Module C: Assessment activities

Unit 1: Exploring Business

Module A: Explore the features of different businesses and analyse what makes them successful

- A1: Features of Businesses
- A2: Stakeholders and their Influence
- A3: Effective Business Communications
- A1-A3 Quizzes
- Module A: Assessment activities



Module D: Examine business markets

- D1: Different Market Structures
- D2: Relationship between Demand, Supply and Price
- D3: Pricing and Output Decisions
- D1-D3 Quizzes
- Module C and D: Assessment activities

Developing a Marketing Campaign - Learning Aim B

- Purpose of Researching Information to Identify the Needs and Wants of Customers
- Market Research Methods and Use
- Developing the Rationale
- Self-Assessment
- Applied Learning Tasks

Module E: Investigate the role and contribution of innovation and enterprise to business success

- E1: Role of Innovation and Enterprise
- E2: Benefits and Risks Associated with Innovation and Enterprise
- E1-E2 Quizzes
- Module E: Assessment activities

Developing a Marketing Campaign - Learning Aim C

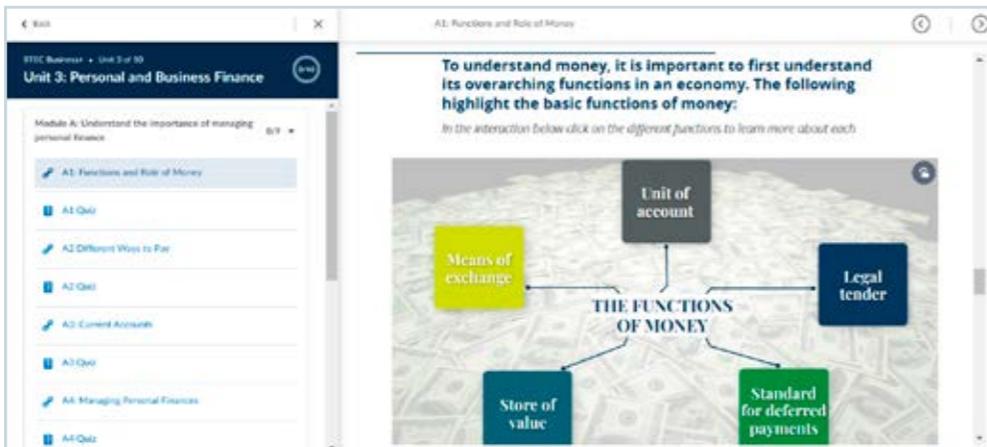
- Marketing Campaign Activity
- Marketing Mix
- The Marketing Campaign
- Appropriateness of Marketing Campaign
- Self-Assessment
- Applied Learning Tasks

Unit 2: Developing a Marketing Campaign

Developing a Marketing Campaign - Learning Aim A

- Role of Marketing
- Business And Organisation Aims and Marketing Objectives
- Self-Assessment
- Applied Learning Tasks

Unit 3: Personal and Business Finance



Module A: Understand the importance of managing personal finance

A1: Functions and Role of Money

A2: Different Ways to Pay

A3: Current Accounts

A4: Managing Personal Finances

A1-A4 Quizzes

Module A: Assessment activities (unit 3)

Module B: Explore the personal finance sector

B1: Features of Financial Institutions

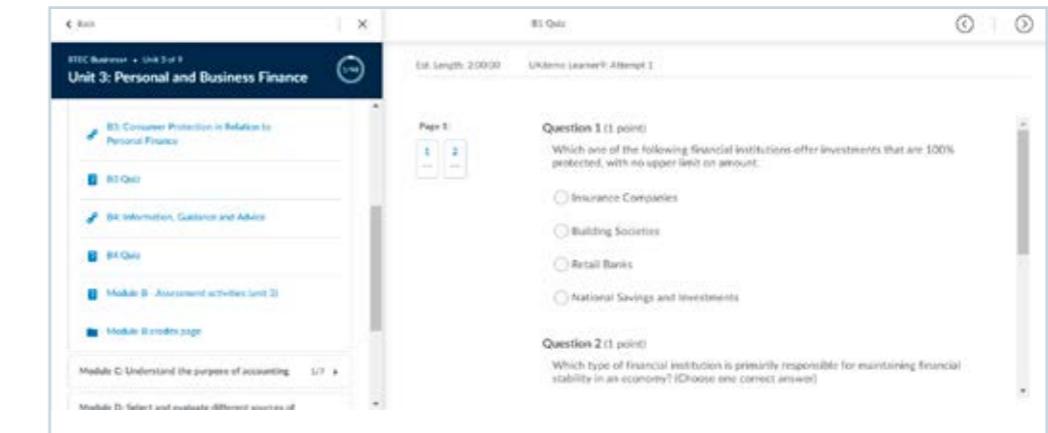
B2: Communicating with Customers

B3: Consumer Protection in Relation to Personal Finance

B4: Information, Guidance and Advice

B1-B4 Quizzes

Module B: Assessment activities (unit 3)



Module B: Assessment activities (unit 3)

Question 1 (1 point): Which one of the following financial institutions offer investments that are 100% protected, with no upper limit on amount?

Insurance Companies

Building Societies

Retail Banks

National Savings and Investments

Question 2 (1 point): Which type of financial institution is primarily responsible for maintaining financial stability in an economy? (Choose one correct answer)

Module C: Understand the purpose of accounting

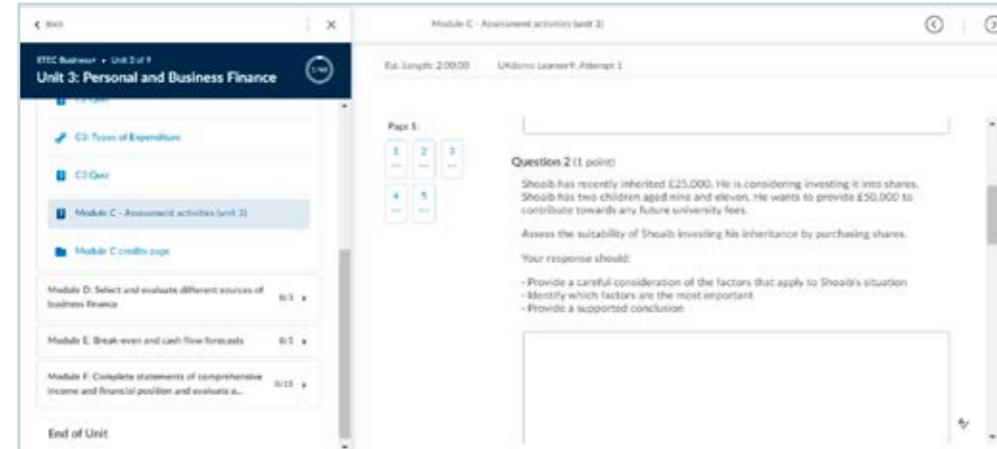
C1: Purpose of Accounting

C2 Types of Income

C3: Types of Expenditure

C1-C3 Quizzes

Module C: Assessment activities (unit 3)



Module D: Select and evaluate different sources of business finance

D1: Sources of Finance

D1 Quizzes

Module D- Assessment activities

Module E: Break-even and cash flow forecasts

E1 Cash-flow Forecasts

E2: Break-even Analysis

E1-E2 Quizzes

Module E: Assessment activity

Module F: Complete statements of comprehensive income and financial position and evaluate a business's performance

F1: Statement of Comprehensive Income

F2: Statement of Financial Position

F3: Measuring Profitability

F4: Measuring Liquidity

F5: Measuring Efficiency

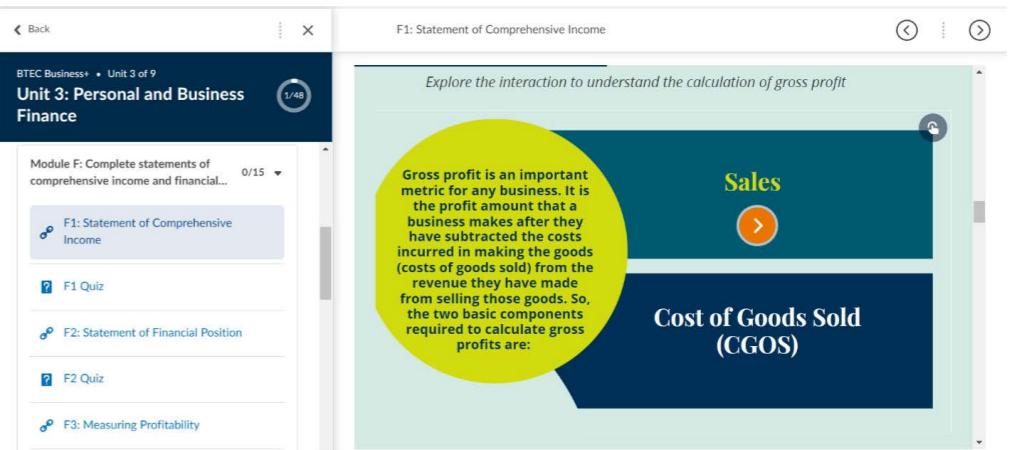
F6: Limitations of Ratios

F1-F6 Quizzes

Module F: Assessment Activity 1

Module F: Assessment activity 2

Module F: Assessment activity 3





Unit 5: International Business

Module A: Explore the international context for business operations

A1: International Business

A2: Financing of International Business

A3: Support for International Business

A1-A3 - Quizzes

Module A: Assessment activities

Module B: Investigate the international economic environment in which business operates

B1: Globalisation

B2: International Trading Blocs

B3: Barriers to International Business

B1-B3 - Quizzes

Module A and B: Assessment activities

Module C: Investigate the external factors that influence international businesses

C1: External Influences

C2: International Business Support Systems

C2 - Quizzes

Module C: Assessment activities

Module D: Investigate the cultural factors that influence international businesses

D1: Cultural Factors

D1 - Quizzes

D2: Impact of Cultural Factors

D1-D2 - Quizzes

Module C and D: Assessment activities

Module E: Examine the strategic and operational approaches to developing international trade

E1: Strategies for Operating Internationally

E2: Resource considerations

E1-E2 - Quizzes

Module E: Assessment activities

Back X

BTEC Business+ * Unit 4 of 9
Unit 5: International Business 0/27

E1 - Quiz
 E2: Resource considerations
 E2 - Quiz
 Module E: Assessment activities 0/1
 Module E: Assessment activities
 Module E Page credits

Module E: Assessment activities

Instructions
Module E: Examine the strategic and operational approaches to developing international trade
Please complete the activities related to the Module E research activity below. Submit your report evidence using the upload tool at the bottom of this page.

For this task you will investigate a UK business that has had to adapt its products/services due to branching out internationally.

Tasks

Task 1
Select a UK business that is now operating internationally, e.g. Brompton, Lush, Dyson, Specsavers and Graze, etc. Investigate the selected business and its products and services.

Task 2



Unit 6: Principles of Management

Module A: The definitions and functions of management

A1: Definitions of Management and Leadership

A2: Functions of Management and Leadership

A3: Business Culture

A1-A3 - Quizzes

Module A and B: Assessment activities

Module B: Management and leadership styles and skills

B1: Management and Leadership Styles

B2: Management and Leadership Skills

B1-B2 - Quizzes

Module B: Assessment activities

Module C: Managing Human Resources

C1: Human Resources (HR)

C2: Human Resource Planning

C1-C2 - Quizzes

Module B and C: Assessment activities

Module D: Factors influencing management, motivation, and performance of the workforce

D1: Motivation in the Workplace

D2: Techniques to Meet Skills Requirements

D3: Training and Development

D4: Performance Appraisal

D1-D4 – Quizzes

Module E: Impact of change

E1: Managing Change

E1 - Quizzes

Module E: Assessment Activities

Module F: Quality management

F1: Quality Standards

F2: Developing a Quality Culture

F3: The Techniques and Tools of Quality Management

F4: The Importance and Benefits of Quality Management

F1-F4 - Quizzes

Module E and F: Assessment Activities

Unit 7: Business Decision Making

Module A: Business plans

A1: Business Ideas

A2: Purpose and Structure of a Business

A1-A2 - Quizzes

Module A: Assessment activities

Module B: Decision making in business

B1: Sources for Data Collection

B2: The Use of Business Models to Aid Decision Making

B3: Techniques to Analyse Data Effectively for Business Purposes

B4: Appropriate Formats for Decision Making in a Business Context

B5: Software-generated Information for Decision Making in a Business

B1-B5 - Quizzes

Module B: Assessment activities

Module C: Use of research to justify the marketing of a business

C1: Types of Research

C2: Competitor Analysis

C3: Trends

C4: Marketing Plan

C1-C4 - Quizzes

Module C: Assessment activities

Module D: Efficient operational management of the business

D1: Legislation

D2: Quality Issues

D1-D2 - Quizzes

Module D: Assessment activities

Module E: Understand the importance of managing resources

E1: Human Resources

E2: Physical Resources

E3: Financial Resources

E3: Financial Resources

Module E: Assessment activities



Module F: Creation and interpretation of financial forecasts

- F1: Creation and Analysis of a Sales Forecast
- F2: Create and Interpret a Cash Flow Forecast
- F3: Creation and Interpretation of a Break-even Chart
- F4: Creation and Interpretation of an Income Statement
- F5: Creation and Interpretation of a Statement of Financial Position
- F1-F5 Quizzes
- Module F: Assessment activities

Module G: Viability of a business

- G1: Ratio Analysis
- G2: Threats and 'what-if' Scenarios
- G3: Contingency Plan
- G1-G3 - Quizzes
- Module G: Assessment activities

Unit 17: Digital Marketing

Digital Marketing - Learning Aim A

- Digital Marketing in the Marketing Function
- How Digital Communication is Delivered
- Devices for Displaying Digital Communications
- Self-Assessment
- Applied Learning Tasks

Digital Marketing - Learning Aim B

- Digital Marketing Objectives
- Digital Strategies to Meet Target Objectives
- Return on Investment Compensation Models
- Benefits and Concerns of Online Advertising
- Self-Assessment
- Applied Learning Tasks

Digital Marketing - Learning Aim C

- Marketing Planning Process
- Integration in the Wider Marketing and Promotional Mix
- Self-Assessment
- Applied Learning Tasks

Unit 22: Market Research

Market Research - Learning Aim A

Purpose of Market Research

Types of Research

Appropriateness of Choice of Research

Self-Assessment

Applied Learning Tasks

Market Research - Learning Aim B

Planning Stage

Implementation Stage

Self-Assessment

Applied Learning Tasks

Market Research - Learning Aim C

Presentation of Research Results

Self-Assessment

Applied Learning Tasks

Unit and packs available (per learner)

Standalone units

Full course pack (units 1,2,3,5,6,7,17,22)

Extended Certificate pack (units 1,2,22)



Learning Hub

Browse all of our BTEC qualifications available on Learning hub

Buisness and Team Management



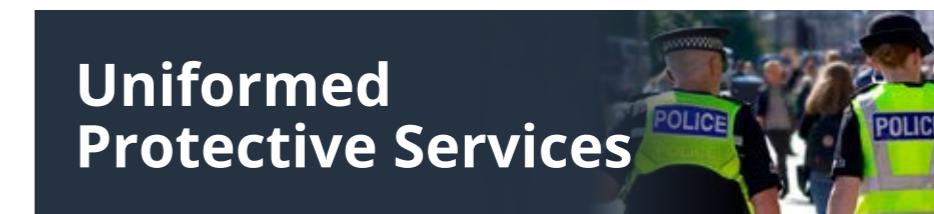
Marketing



Sport



Protective Services



CPD and Training for Tutors
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