



# 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.

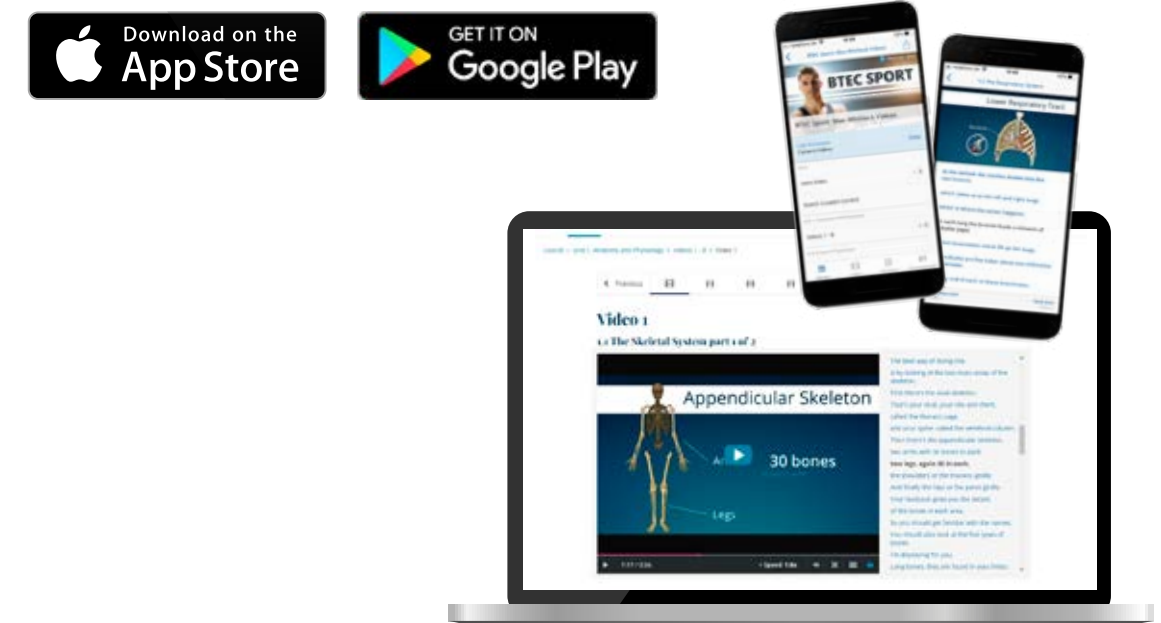
The content is presented in a modular structure aligned to the BTEC qualification learning aims making it easy for learners to work through the modules. End of module knowledge quizzes challenge learners to reflect on and apply learning across broader topic areas aligned with supporting their BTEC assessment. 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.



## 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

## Unit 1: Exploring Business

<b>Module A: Explore the features of different businesses and analyse what makes them successful</b>
A1: Features of Businesses
A2: Stakeholders and their Influence
A3: Effective Business Communications
A1-A3 Quizzes
Module A: Assessment activities

<b>Module B: Investigate how businesses are organised</b>
B1: Structure and Organisation
B2: Aims and Objectives
B1-B2 Quizzes
Module B: Assessment activities
Module A and B: Assessment activities

<b>Module C: Examine the environment in which businesses operate</b>
C1: External Environment
C2: Internal Environment
C3: Competitive Environment
C4: Situational Analysis
C1-C4 Quizzes
Module C: 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

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

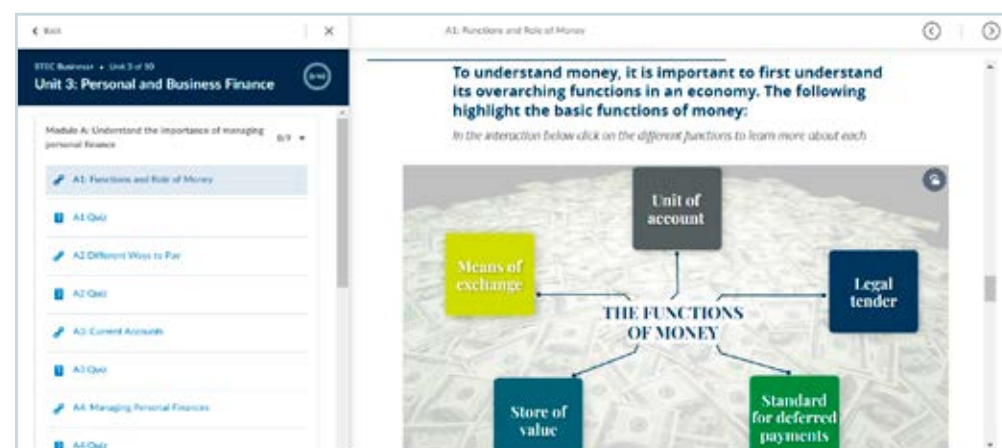
## Unit 2: Developing a Marketing Campaign

Developing a Marketing Campaign – Learning Aim A
Role of Marketing
Business And Organisation Aims and Marketing Objectives
Self-Assessment
Applied Learning Tasks

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

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 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

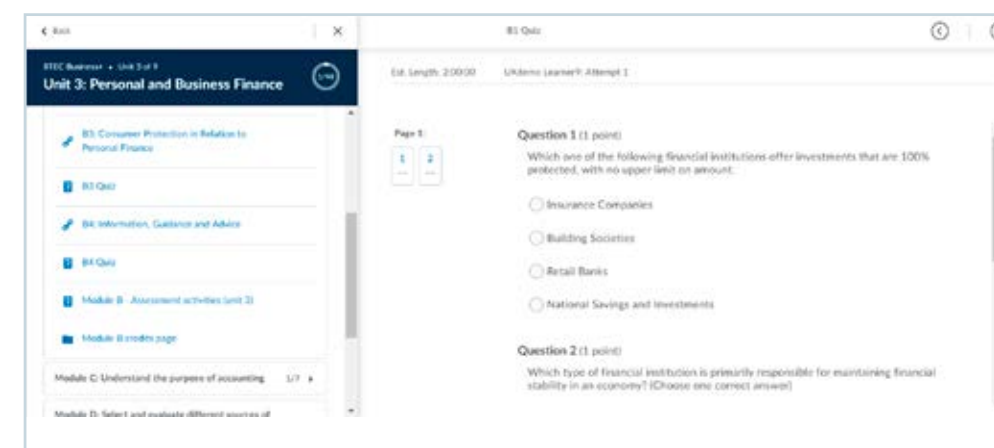
B2: Communicating with Customers

B3: Consumer Protection in Relation to Personal Finance

B4: Information, Guidance and Advice

B1-B4 Quizzes

Module B: Assessment activities (unit 3)



### Module C: Understand the purpose of accounting

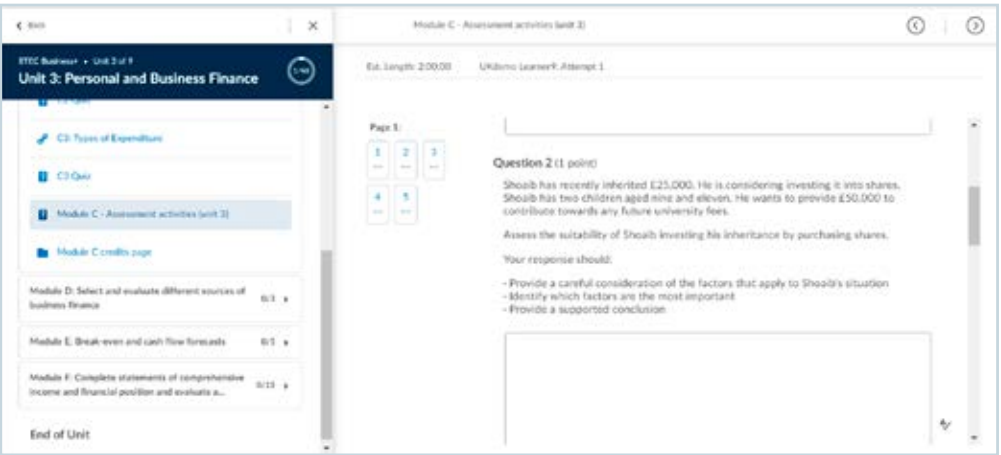
C1: Purpose of Accounting

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

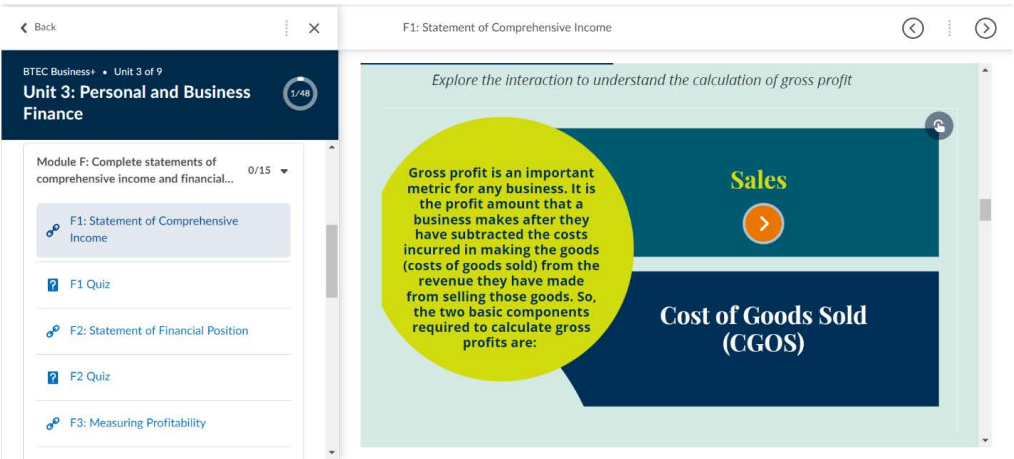
- D1: Sources of Finance
- D1 Quizzes
- Module D- Assessment activities

## 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

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Unit 5: International Business

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E1 - Quiz

E2: Resource considerations

E2 - Quiz

Module E: Assessment activities 0/1

Module E: Assessment activities

Module E Page credits

End of Unit

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



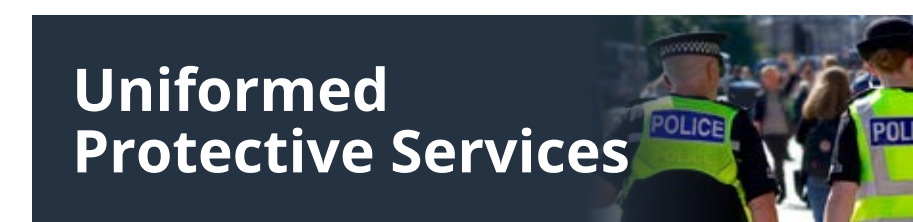
### Marketing



### Sport



### Protective Services



### CPD and Training for Tutors Vocational Teaching with Technology

# Business

> *Find out more*