

Exam Board:	Edexcel
Qualification:	601/7159/5
Assessment Information:	Unit 8 Coursework (Internal) / Unit 2 Controlled Assessment (External)

[Link to official specification](#)

Department Information:

The BTEC Business Level 3 Certificate (Edexcel) is designed to equip students with a comprehensive understanding of business concepts and practices. Offered by Edexcel, a leading exam board, this qualification focuses on practical and theoretical aspects of business. Assessment is carried out through a combination of coursework and examinations, providing a balanced evaluation of students' skills and knowledge.

The course includes several key units:

- **Unit 1: Exploring Business** (Year 12) – This unit delves into the purpose and structure of businesses, examining factors influencing business activities.
- **Unit 3: Personal and Business Finance** (Year 12) – Focuses on financial planning and management for both individuals and businesses.
- **Unit 2: Developing a Marketing Campaign** (Year 13) – Students learn about creating effective marketing strategies and campaigns.
- **Unit 8: Recruitment and Selection** (Year 13) – Covers the processes involved in hiring staff and the associated legal and ethical considerations.

Upon completion, students can progress to higher education, such as university degrees in business-related fields, or enter the workforce with practical business skills.

ACHIEVE in the curriculum:

- **Ambitious:** The course challenges students with real-world business problems and encourages them to set and achieve high standards in assignments and projects.
- **Collaborative:** Group projects and team-based tasks foster teamwork and communication skills, essential for working effectively with others.
- **Happy:** The engaging, practical nature of the coursework, including case studies and simulations, often keeps students motivated and invested in their learning.
- **Integrity:** Emphasis on ethical business practices and professionalism helps students understand and apply integrity in their business decisions and interactions.
- **Endurance:** The program's varied assessments and deadlines teach students to manage their time effectively and persist through challenges, building resilience.
- **Versatility:** Exposure to different areas of business, such as marketing, finance, and management, equips students with a broad range of skills applicable in various contexts.
- **Excellence:** The focus on high-quality work and critical analysis encourages students to strive for excellence in their academic and practical tasks.

Curriculum Aims & Intent:

*The BTEC Business Certificate, offered by the Edexcel exam board, is designed to provide students with a **comprehensive understanding** of the **business world** through a practical and applied approach. The curriculum aims to equip learners with the **knowledge, skills, and behaviours** necessary to succeed in various*

Resources:

- BTEC Nationals Business Student Book 1. **ISBN-13978-1292126241**
- Pearson REVISE BTEC National Business Revision Guide. **ISBN-13978-1292230566**
- Revise BTEC National Business: Revision Workbook. **ISBN-13978-1292150116**

*business environments, preparing them for both further **education** and **employment**.*

*The primary intent of the BTEC Business Certificate curriculum is to foster a deep understanding of business operations and management. It covers key areas such as marketing, finance, human resources, and entrepreneurship, enabling students to grasp how businesses are structured and operate in different contexts. By engaging in real-world scenarios and case studies, students develop **critical thinking and problem-solving skills**, which are essential for navigating the complexities of the business world.*

*A significant focus is placed on practical application, with learners undertaking assignments that mirror the tasks they would encounter in a professional setting. This hands-on approach ensures that students can apply theoretical knowledge to practical situations, enhancing their **employability** and readiness for the business sector.*

*Additionally, the curriculum aims to build essential soft **skills** such as **communication, teamwork, and leadership**. These skills are nurtured through **collaborative projects and presentations**, preparing students to effectively **interact and collaborate** in a **professional environment**.*

*Ultimately, the BTEC Business Extended Certificate aims to create **well-rounded** individuals who are not only knowledgeable about business concepts but are also capable of **applying** this **knowledge** effectively. The intent is to produce graduates who are confident, capable, and ready to contribute meaningfully to the business world, whether they choose to continue their studies or enter the workforce directly.*

How we keep parents informed:

Year 13 - Progress reports are published 4 times per year, in October, November and February, with a face-to-face parents' evening in December.

How parents can help their child:

- *Support to ensure that coursework/research is continued at home (learning).*
- *Support with organisation and interim deadlines for unit 8 coursework.*
- *Use 'course content' sheet to encourage application of key words and relevant businesses.*
- *Encourage in-depth analysis and evaluation of work.*

- *Unit 2 - support with RE-CALL of key words and points via student revision notes*
- *Encourage and support with timed practice assessment at home*

What we study and when:

Term	Unit, Topic / Knowledge, Understanding & Skills Developed ACHIEVE / Personal Development Focus How The Work Is Assessed	Careers Links
1	<p>Unit 8: A Examine How Effective Recruitment and Selection Contribute to Business Success This unit explores the recruitment and selection process within a business context. Students learn about the importance of attracting and selecting the right candidates and how these processes contribute to the overall success of a business.</p> <p>Skills Gained:</p> <ul style="list-style-type: none"> ✓ HR Knowledge: Understanding the recruitment and selection processes. ✓ Analytical Skills: Ability to analyse how recruitment strategies impact business success. ✓ Strategic Thinking: Evaluating the effectiveness of different recruitment and selection methods. ✓ Communication Skills: Improved ability to communicate the importance of recruitment in business. <ul style="list-style-type: none"> • Ambitious: Students aim to understand and implement recruitment practices that attract top talent, contributing to business growth. • Collaborative: Recruitment and selection are inherently collaborative processes, requiring teamwork and cooperation among HR teams and other stakeholders. • Happy: Finding the right candidate contributes to a positive work environment, which students learn is crucial for business success. • Integrity: Ethical recruitment practices ensure fairness and transparency, which students are taught to value and uphold. • Endurance: The recruitment process can be lengthy and complex, requiring students to remain diligent and focused throughout. • Versatility: Students learn to adapt recruitment strategies to different roles and business needs, showing flexibility in their approach. • Excellence: Excellence in recruitment is achieved by selecting candidates who are the best fit for the business, ensuring long-term success. <p>How The Work Is Assessed: coursework assessment criteria</p> <p>Unit 2: A Introduction to the Principles and Purposes of Marketing This section introduces students to fundamental marketing concepts, including the role and importance of marketing in business. Students explore various marketing theories, such as the 4 Ps (Product, Price, Place, and Promotion) and understand how they contribute to creating a successful marketing strategy.</p> <p>Skills Gained:</p> <ul style="list-style-type: none"> ✓ Understanding Marketing Fundamentals: Students learn the core principles of marketing, including market research, target audience analysis, and competitive positioning. 	<p>HR Manager: Develops and implements recruitment and selection strategies to attract and retain top talent, which directly impacts business success.</p> <p>Recruitment Consultant: Specializes in sourcing and placing candidates in roles that align with their skills and the company's needs, ensuring a successful match that drives business growth.</p> <p>Talent Acquisition Specialist: Focuses on identifying and attracting skilled professionals, understanding that effective recruitment is crucial for maintaining a competitive edge in business.</p> <p>Marketing Assistant: Supports the development of marketing campaigns by understanding their core principles and purposes.</p> <p>Brand Manager: Ensures that marketing campaigns align</p>

<ul style="list-style-type: none"> ✓ Strategic Thinking: They gain the ability to align marketing objectives with business goals, developing a strategic approach to marketing. ✓ Analytical Skills: Students analyse different marketing theories and how they apply to real-world scenarios. <ul style="list-style-type: none"> • Ambitious: Students are encouraged to think big when learning about marketing principles, setting high expectations for the campaigns they envision. The ambition in understanding marketing fundamentals drives them to innovate and create impactful campaigns. • Collaborative: Understanding marketing requires input from various perspectives, and students are encouraged to work together, sharing ideas and learning from each other. Collaboration helps them develop well-rounded rationales that consider diverse viewpoints. • Happy: Engaging with the creative aspects of marketing can be a source of joy for students, as they explore how to connect with different audiences. A positive learning environment enhances their enthusiasm for the subject. • Integrity: When learning marketing principles, students are taught the importance of ethical considerations in advertising and promotional activities, ensuring they understand the need for honesty and transparency in their future campaigns. • Endurance: Grasping the foundational marketing principles requires persistence. Students are encouraged to keep refining their understanding, even when concepts are challenging. • Versatility: The diverse nature of marketing demands flexibility in thinking. Students learn to adapt their strategies and approaches based on different principles and purposes, preparing them to handle various market situations. • Excellence: Students strive for a deep understanding of marketing principles, aiming to apply this knowledge effectively in creating high-quality, rationale-based campaigns. <p>Unit 2: B Using Information to Develop the Rationale for a Marketing Campaign</p> <p>In this section, students use various types of data and research to justify and support their marketing campaign. This involves gathering market research data, analysing consumer behaviour, and evaluating competitors. Students learn how to use this information to create a compelling rationale for their campaign.</p> <p>Skills Gained:</p> <ul style="list-style-type: none"> ✓ Data Analysis: Students develop skills in collecting, interpreting, and utilizing market data to support their campaign ideas. ✓ Research Skills: They enhance their ability to conduct primary and secondary research, including surveys, focus groups, and analysis of existing market reports. ✓ Justification and Persuasion: Students learn to present data-driven arguments to justify their marketing strategies and demonstrate the potential effectiveness of their campaigns. <ul style="list-style-type: none"> • Ambitious: Students aim to use data and information effectively to create strong, persuasive rationales for their campaigns, pushing themselves to gather and analyze high-quality information. • Collaborative: Working together to gather and interpret data fosters teamwork. Students share insights, discuss findings, and build on each other's ideas to develop well-supported campaign rationales. 	<p>with the brand's overall strategy and objectives.</p> <p>Public Relations Specialist: Uses marketing principles to craft campaigns that effectively communicate with the public and enhance the company's image.</p> <p>Summary: This unit introduces the fundamental principles of marketing, helping students understand the purpose and rationale behind marketing campaigns, which is essential for creating effective marketing strategies.</p> <p>Data Analyst: Analyses data to inform marketing decisions and campaign development.</p> <p>Marketing Strategist: Uses market research and data to create a rationale for campaigns that target the right audience.</p> <p>Digital Marketing Specialist: Utilizes information and analytics to optimize online marketing campaigns.</p> <p>Summary: This unit emphasizes the importance of</p>
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	<ul style="list-style-type: none"> • Happy: The process of discovering useful information and seeing how it can be applied in a campaign can be deeply satisfying, reinforcing a positive attitude towards the learning process. • Integrity: Emphasizing the ethical use of data ensures that students use information truthfully and responsibly in their campaign rationales, avoiding manipulation or misrepresentation. • Endurance: The task of sifting through information to find relevant data and develop a sound rationale can be arduous. Students learn to persist through this detailed work to achieve strong, evidence-based conclusions. • Versatility: Developing a rationale requires students to be flexible in how they interpret and use information, adapting to different sources and types of data. This versatility is critical in creating campaigns that are responsive to various market conditions. • Excellence: Aiming for precision and accuracy in using information reflects the pursuit of excellence. Students learn to ensure that their rationales are robust, well-founded, and able to withstand scrutiny. <p>How The Work Is Assessed: Knowledge and understanding questions/tests in lesson followed by reflection lessons on tests.</p>	<p>data and information in developing a marketing campaign, teaching students how to use research and analysis to craft compelling, data-driven marketing strategies.</p>
2	<p>Unit 8: A Examine How Effective Recruitment and Selection Contribute to Business Success (Cont.) How The Work Is Assessed: coursework assessment criteria</p> <p>Unit 2: C Planning and Developing a Marketing Campaign This section involves the practical aspects of creating a marketing campaign. Students plan all elements of the campaign, including setting objectives, defining the target market, creating marketing materials, and establishing a budget. They also develop a timeline for campaign execution and measurement criteria to evaluate its success.</p> <p>Skills Gained:</p> <ul style="list-style-type: none"> ✓ Campaign Planning: Students gain skills in structuring a marketing campaign, including setting clear objectives and defining target audiences. ✓ Creativity and Innovation: They develop creative skills to design marketing materials and messages that engage the target audience effectively. ✓ Project Management: Students learn to manage the various components of a campaign, including budgeting, scheduling, and resource allocation. ✓ Evaluation and Measurement: They acquire skills in assessing the effectiveness of the campaign, including setting performance metrics and analysing results to refine future strategies. <ul style="list-style-type: none"> • Ambitious: In the planning and development phase, students are encouraged to aim for innovative, impactful campaigns that set high standards. This ambition drives them to create campaigns that stand out in competitive markets. • Collaborative: Planning a campaign is often a team effort, requiring collaboration across different roles and functions. Students’ practice working together, combining their strengths to develop comprehensive campaigns. • Happy: Seeing their ideas come to life in a marketing campaign can be a joyful experience for students. This satisfaction enhances their engagement and enthusiasm for the subject. 	<p>Campaign Manager: Manages the planning, execution, and evaluation of marketing campaigns.</p> <p>Content Creator: Develops creative content that aligns with the goals of a marketing campaign.</p> <p>Advertising Executive: Designs and implements advertising strategies as part of a broader marketing campaign.</p> <p>Summary: In this unit, students learn how to plan and develop a marketing campaign from start to finish, including strategy, budgeting,</p>

	<ul style="list-style-type: none"> • Integrity: Students learn to plan campaigns that are not only effective but also ethical. Integrity in marketing means respecting the audience and adhering to ethical standards throughout the campaign development process. • Endurance: Developing a campaign from concept to execution requires perseverance. Students are taught to keep refining their ideas and strategies, even when they face obstacles or challenges. • Versatility: The dynamic nature of marketing requires students to be adaptable in their planning. They learn to adjust their campaigns as they respond to new information, market changes, or feedback. • Excellence: In the development phase, the focus is on delivering a campaign that is polished, professional, and impactful. Students strive for excellence in every aspect of the campaign, from strategy to execution. <p>How The Work Is Assessed: Practice assessment followed by reflection</p>	<p>and execution, providing practical skills for a range of marketing roles.</p>
3	<p>Unit 2 : Controlled Assessment Exam</p> <p>Unit 8: B Undertake a Recruitment Activity to Demonstrate the Processes Leading to a Successful Job Offer</p> <p>In this practical unit, students actively participate in a recruitment activity, from drafting job descriptions and advertisements to shortlisting candidates, conducting interviews, and making job offers. This hands-on experience helps students understand the entire recruitment process.</p> <p>Skills Gained:</p> <ul style="list-style-type: none"> ✓ Practical HR Skills: Experience in managing real-world recruitment processes. ✓ Interviewing Skills: Development of effective interviewing techniques. ✓ Decision-Making: Enhanced ability to make informed hiring decisions. ✓ Organizational Skills: Improved ability to manage the logistics of the recruitment process. <ul style="list-style-type: none"> • Ambitious: Students set goals to successfully manage the recruitment process from start to finish, aiming for the best outcomes. • Collaborative: Recruitment activities often involve group work, teaching students the importance of teamwork in making hiring decisions. • Happy: Successfully managing recruitment processes brings a sense of accomplishment and satisfaction to students. • Integrity: Students learn the importance of fairness, transparency, and ethical considerations in the recruitment process. • Endurance: Managing the entire recruitment process requires persistence and attention to detail, especially in reviewing applications and conducting interviews. • Versatility: Adapting the recruitment process to different roles and challenges showcases students' flexibility and problem-solving skills. • Excellence: Excellence is demonstrated in effectively managing the recruitment process, resulting in successful hires that contribute to business success. 	<p>HR Assistant: Supports the recruitment process, from posting job ads to arranging interviews, leading to successful job placements.</p> <p>Recruitment Coordinator: Organizes and manages the logistics of recruitment activities, ensuring a smooth process from application to offer.</p> <p>Hiring Manager: Directly involved in the interview and selection process, ensuring the best candidates are offered positions.</p>

	<p>Unit 8: C Reflect on the Recruitment and Selection Process and Your Individual Performance</p> <p>This reflective unit requires students to evaluate their performance during the recruitment activity. Students assess their strengths and areas for improvement, considering how their actions influenced the recruitment outcome.</p> <p>Skills Gained:</p> <ul style="list-style-type: none"> ✓ Self-Reflection: Ability to critically assess personal performance and identify areas for growth. ✓ Continuous Improvement: Understanding the importance of self-improvement in professional settings. ✓ Analytical Thinking: Analysing the effectiveness of personal contributions to a team project. ✓ Personal Development: Gaining insights into how to enhance future recruitment efforts and professional skills. <ul style="list-style-type: none"> • Ambitious: Students are encouraged to set personal and professional development goals based on their reflection. • Collaborative: Reflection often involves receiving feedback from peers and mentors, highlighting the importance of collaboration in personal growth. • Happy: Reflecting on successful recruitment experiences contributes to personal satisfaction and confidence. • Integrity: Honest self-assessment and reflection are key to personal and professional growth. • Endurance: Reflection requires students to critically assess their experiences, which may involve revisiting challenges and learning from them. • Versatility: Reflection helps students understand how to adapt their approach in future recruitment scenarios, showcasing flexibility. • Excellence: Excellence in reflection is demonstrated by identifying areas for improvement and taking actionable steps towards continuous learning and development. <p>How The Work Is Assessed: coursework assessment criteria</p>	<p>HR Analyst: Evaluates the effectiveness of recruitment processes, identifying areas for improvement to enhance future hiring practices.</p> <p>Training and Development Officer: Assesses individual and team performance during recruitment, providing feedback and training to improve skills.</p> <p>Organizational Development Consultant: Analyses recruitment and selection processes, offering strategic advice to improve overall business effectiveness.</p>
4	<p>Unit 8: Part B & C Continued.</p> <p>How The Work Is Assessed: coursework assessment criteria</p>	
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