





**BTEC Level 3 National Diploma in Business**

Course Overview

**Link to specification:**

<https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/BTECNationals_Bus_ExDip_Spec.pdf>

**Textbooks**

# **BTEC Nationals Business Student Book 1 + Activebook: For the 2016 specifications (BTEC Nationals Business 2016)**

# **BTEC Nationals Business Student Book 2 + Activebook: For the 2016 specifications (BTEC Nationals Business 2016)**

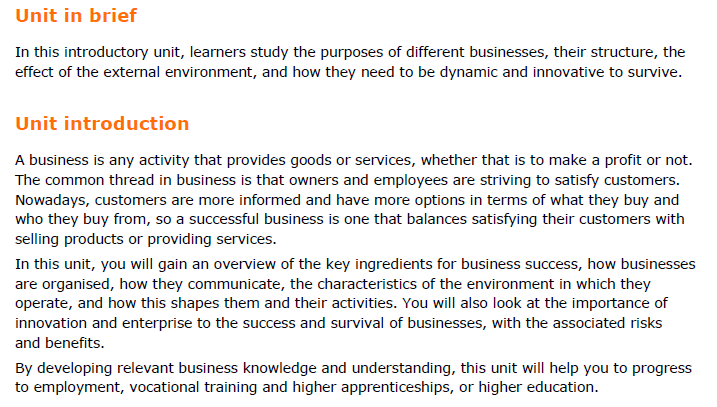
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**Throughout the course you will study:**

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| **Year 12** | **Year 13** |
| Unit 1 – Exploring Business (internal assignment)  Unit 2 – Developing a Marketing Campaign (external assignment)  Unit 3 – Personal and Business Finance (external exam)  Unit 8 – Recruitment and Selection Process (internal assignment) | Unit 4 – Managing an Event (internal assignment)  Unit 5 – International Business (internal assignment)  Unit 6 – Principles of Management (external assignment)  Unit 14 – Investigating Customer Service (internal assignment) |

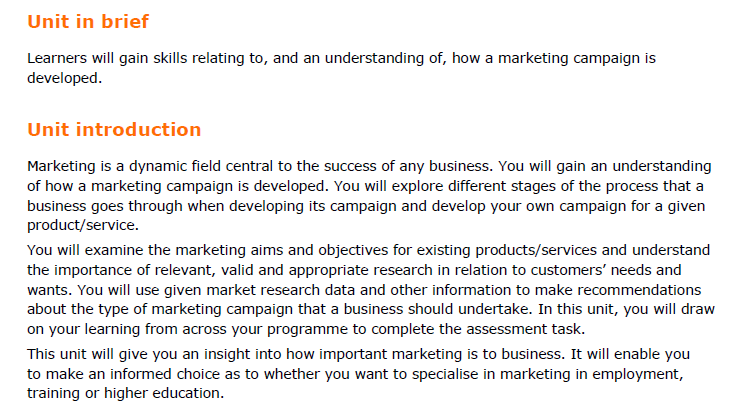
**Unit 1:**

In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

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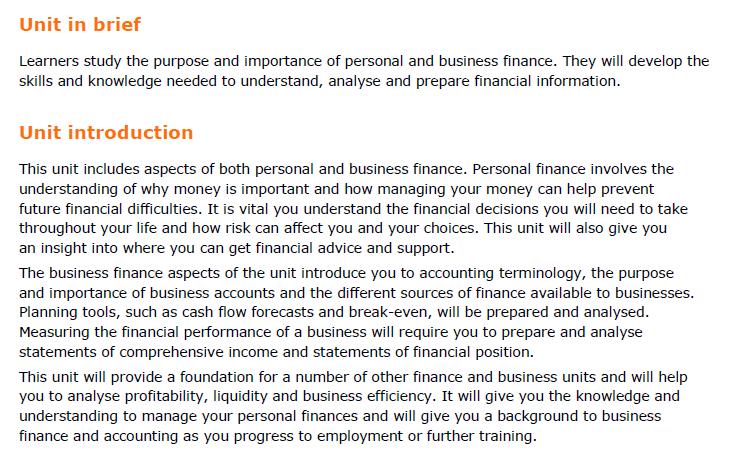
**Unit 2:**

Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.

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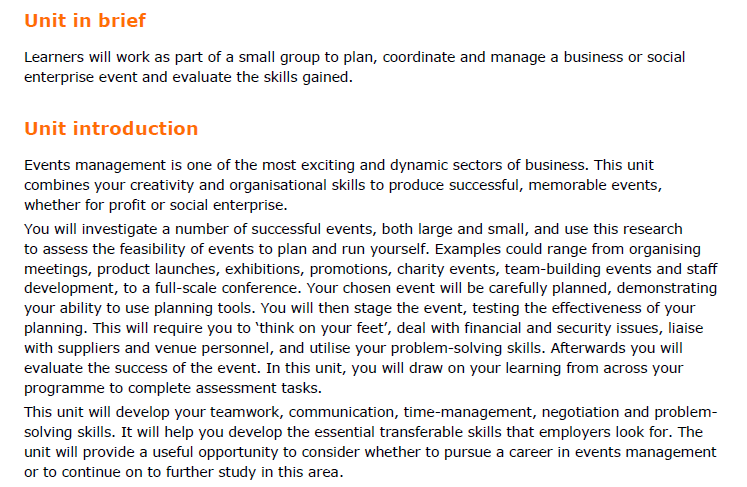
**Unit 3:**

Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.

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**Unit 4:**

Learners will work as part of a small group to plan, coordinate and manage a business or social enterprise event and evaluate the skills gained.

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**Unit 5:**

Learners study how UK businesses develop strategies to trade globally. Learners will also consider

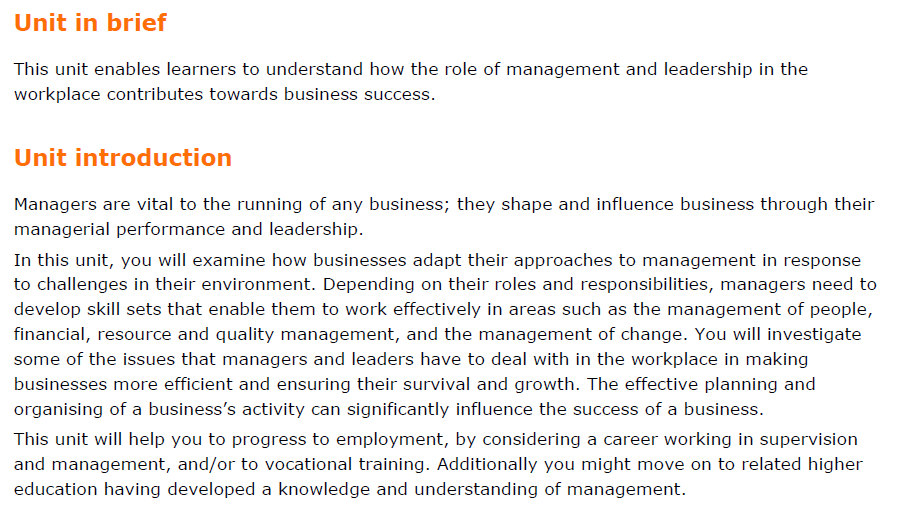
the factors that influence the implementation of these strategies.

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**Unit 6:**

This unit enables learners to understand how the role of management and leadership in the

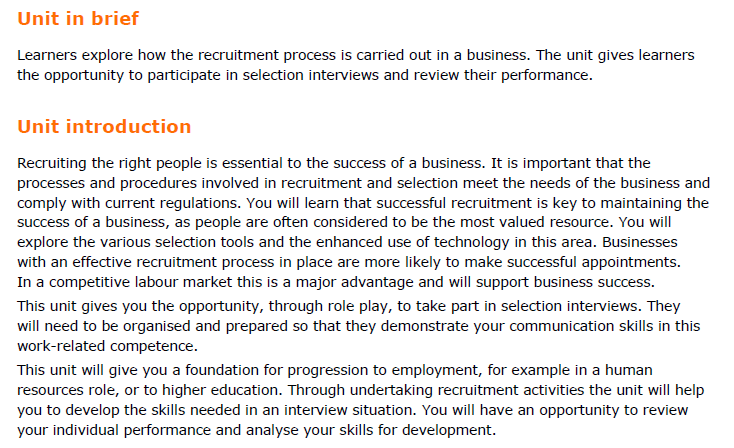
workplace contributes towards business success.

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**Unit 8:**

Learners explore how the recruitment process is carried out in a business. The unit gives learners

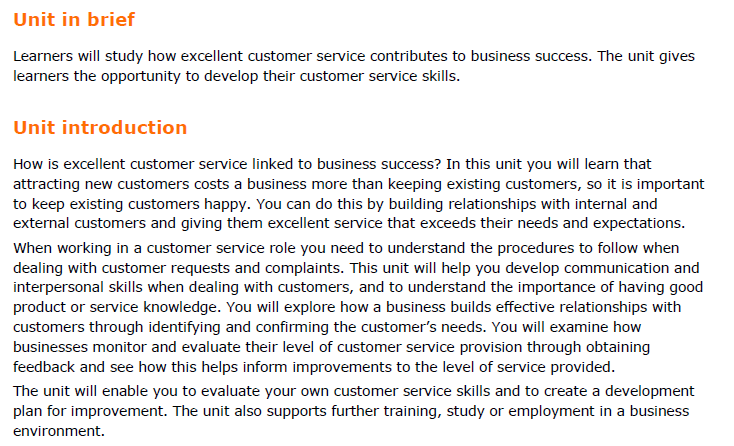
the opportunity to participate in selection interviews and review their performance.

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**Unit 14:**

Learners will study how excellent customer service contributes to business success. The unit gives

learners the opportunity to develop their customer service skills.

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**Extra Resources**

**Websites:**

* [www.tutor2u.net](http://www.tutor2u.net)
* <https://www.youtube.com/c/TakingTheBiz>
* [**http://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html**](http://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html)
* [**www.revisionstation.co.uk**](http://www.revisionstation.co.uk)
* [**https://www.businessed.co.uk/**](https://www.businessed.co.uk/)
* [**www.businessstudiesonline.co.uk**](http://www.businessstudiesonline.co.uk)
* [**www.businesscasestudies.co.uk**](http://www.businesscasestudies.co.uk)
* [**http://www.bbc.co.uk/news/**](http://www.bbc.co.uk/news/)
* [**http://www.s-cool.co.uk/a-level/business-studies**](http://www.s-cool.co.uk/a-level/business-studies)

**News Articles**

Impact of Coronavirus: <https://www.tutor2u.net/business/reference/business-impact-and-response-to-thecoronavirus-crisis>

Impact of Coronavirus on cash flow and liquidity: <https://www.reuters.com/article/us-health-coronaviruseasyjet/big-uk-airlines-ground-most-of-their-fleets-to-survive-coronavirus-idUSKBN2130S9>

Non-price factors affecting demand: <https://www.bbc.co.uk/news/amp/business-52066454>

Corporate Social Responsibility: <https://www.tutor2u.net/business/reference/corporate-socialresponsibility-during-the-coronavirus-pandemic>

Food supply: <https://www.bbc.co.uk/news/business-52020648>

Agriculture, food supply and migration: <https://uk.reuters.com/video/watch/the-race-to-save-americasharvest-idOVC7O0TEN>

Oil industry retrenchment: <https://www.theguardian.com/business/2020/apr/01/bp-to-cut-spending-amidmost-brutal-oil-price-rout-in-decades>

## **Documentaries**

* The Nine to Five with Stacey Dooley - **BBC iPlayer**
* Tricky Business - <https://www.channel4.com/programmes/tricky-business>**Channel 4 On Demand**
* Beauty Laid Bare - **BBC iPlayer**
* The True Cost - **Netflix**
* Broken – Episode on IKEA - **Netflix**
* Flat pack empire – **BBC2 iPlayer**
* Inside Cadbury chocolate secrets unwrapped - <https://www.youtube.com/watch?v=BB3lJuMNUEk>
* Food unwrapped - **Channel 4 on demand**
* Inside the supermarket - <https://www.youtube.com/watch?v=_qwucutFTsQ>
* Panorama Amazon: What they know about us – **BBC iPlayer**
* Panorama Amazon: The Truth Behind the Click – **BBC iPlayer** and/or <https://www.youtube.com/watch?v=JwrUYS9UTeU>
* Pepsi vs Coke – **Amazon prime video**
* Jobs Vs Gates: The Hippie and The Nerd – **Amazon prime video**
* Starbuck unfiltered – **Amazon prime video**
* Facebook – Cracking the code – **Amazon prime video**
* Data centre the true cost of the internet – **Amazon prime video**
* Learn from The Experts - Jeff Bezos, Amazon Founder – **Amazon prime video**
* Learn from The Experts - Elon Musk, Tesla and SpaceX – **Amazon prime video**
* The millennial dream – **Amazon prime video**
* Business mindset for success – **Amazon prime video**
* Steve jobs – Billion Dollar Hippie – **Netflix**
* American Factory – **Netflix**
* Inside Waitrose – **Channel 5 on My5**
* Inside the factory – **BBC2**
* Dragons Den – **BBC2**

## **Films**

* The Founder – Dvd – **Amazon prime video or Netflix** – Franchising
* Deep Water Horizon – DVD - **Amazon prime video** – Ethical issues
* Trump – What’s the deal – **Amazon prime video**
* The Internship – **Amazon Prime video**
* The Social Network – **Netflix**
* The Big Short – **Netflix**
* The Great Hack – **Netflix**
* Enron: the smartest guys in the room – **Amazon Prime** and lots of analysis on YouTube

## **Books/Audiobooks**

* The Rise and Fall Of Marks & Spencer - and How It Rose Again – Judi Bevan
* What You See Is What You Get: My Autobiography - Alan Sugar
* Management in ten words - Terry Leahy
* Screw it lets do it – Richard Branson <https://www.youtube.com/watch?v=h9FkeyvdA2M>
* The Virgin Way – Richard Branson

Audio Book (free) - <https://www.youtube.com/watch?v=5wz40rdz7i4>

* The New One Minute Manager – Blanchard & Johnson

Audio Book (free) - <https://www.youtube.com/watch?v=ar4lrwXM4ao>