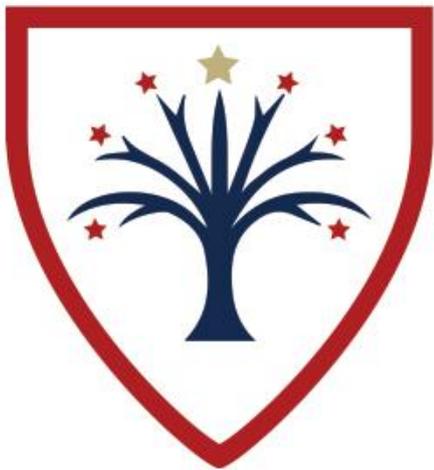


BTEC

National Level 2: Business Single Award

Student Handbook



Studio
@Deyes

Welcome to Level 2 BTEC Business:

The Studio@Deyes is committed to providing a supportive environment where all students can seek guidance and assistance, feel secure and know they can achieve.

Within the course you will complete 4 units totalling 40 credits, all of which are graded Pass, Merit and Distinction. Many of the unit tasks are a mixture of these grades. You will be provided with appropriate resources and facilities throughout the course.

All students are encouraged to become independent learners being capable to organise your time effectively to enable you to become more self-motivated and a respectful and responsible citizen.

You will be provided with an effective recording and assessment process which will help both yourself and your teacher monitor your progress. All your work will be internally assessed, however all decisions are subject to verification by moderation and could be called for external assessment and moderation. Therefore the grade is only certain when certificated at the end of the second year of study.

Support for any special needs of individual students is also available, if you have any issues or concerns do not hesitate to talk to Mrs Sharkey or Miss Donegan.

Within the Business Department we are committed to helping you realise your true working potential in a professional and friendly manner.

Student code of conduct:

- Must be punctual.
- Must carry the expected folders and equipment.
- Must treat staff and fellow students with respect.
- Must respect the Studio and the local community.
- Must meet all deadlines.
- Must leave the learning area tidy.
- Must strive to achieve full attendance.
- Must complete and sign any required documents.
- Must submit all completed coursework in the correct format at the correct time, with an appropriate signed cover sheet.
- Must be respectful of others and themselves at all times, respecting opinions different to their own.
- NO SECOND SUBMISSIONS OF CONTROLLED ASSESSMENT ARE ALLOWED AND SO YOU MUST TRY YOUR BEST FIRST TIME, EVERYTIME!!!!

DO NOT DISGUARD PREVIOUS THEORY WORK, MODELS OR MAPS.

Within the course we will discuss many sensitive and political issues, as a result respect is a vital part of the course and your learning experience. At no point will any negative or disrespectful comments or behaviour be acceptable within the Studio. It is paramount that you adhere to the code of conduct and be a respectful individual as a result, you will grow and develop both academically and socially and become more aware of worldwide and community issues.

Assessment and Unit Structure

To achieve the First Certificate (Single), you must complete two core units, two other preselected optional units

This will be structured with 2 units to be completed in the first year, 2 in the second year.

Units to be covered in Year 1:

Unit 2: Finance for Business – (Externally assessed, online)

Learning Aims

- A. Understand the costs involved in business and how businesses make a profit
- B. Understand how businesses plan for success
- C. Understand how business measure success and identify area for improvement

Unit 7: Providing Business Support – (Internal Controlled Assessment)

Learning Aims

- A. Understand the purpose of providing business support
- B. Use office equipment safely for different purposes
- C. Organise and provide support for meetings

Units to be covered in Year 2:

Unit 1: Enterprise in the Business World. – (Internal Controlled Assessment)

Learning Aims

- A. Know how trends and the current business environment may impact on a business
- B. Plan an idea for a new business
- C. Present a business model for a business start-up

Unit 3: Principles of Marketing – (Internal Controlled Assessment)

Learning Aims

- A. Explore the role of branding and the promotional mix in business
- B. Develop and promote a brand for a business

The Assessment Criteria

For each unit you are expected to carry out a range of tasks that will be put together to form the unit assignment. The assignments are designed to cover all the assessment criteria so all students have the opportunity to gain a distinction. At the start of each unit you will be provided with an assignment brief and cover sheets for each of the tasks in the unit. These will tell you what you need to cover to complete the unit and will ensure you are able to provide the necessary authentication and is where feedback from your assessor will be given. These booklets must be kept with your folders at all times.

To achieve a pass for each unit you must complete **ALL** the pass criteria.

To achieve a merit for each unit you must complete **ALL** the pass and merit criteria.

To achieve a distinction for each unit you must complete **ALL** the pass, merit and distinction criteria.

If you do not cover all the pass criteria the unit is graded a U or unclassified.

Explanation of key terms to assist with assignments

Achieving a Pass

Complete	Complete a form, diagram or drawing.
Demonstrate	Show that you can do a particular activity.
Describe	Give a clear, straightforward description which includes all the main points.
Identify	Give all the basic facts which relate to a certain topic.
List	Write a list of the main items (not sentences).
Name	State the proper terms related to a drawing or diagram.
Outline	Give all the main points, but without going into too much detail.
State	Point out or list the main features.

Achieving a Merit

Analyse...	Identify the factors that apply, and state how these are linked and how each of them relates to the topic.
Comment on...	Give your own opinions or views.
Compare/Contrast	Identify the main factors relating to two or more items and point out the similarities and differences.
Competently use	Take full account of information and feedback you have obtained to review or improve an activity.
Demonstrate	Prove you can carry out a more complex activity.
Describe	Give a full description including details of all the relevant features.
Explain	Give logical reasons to support your views.
Justify	Give reasons for the points you are making so that the reader knows what you are thinking.
Suggest	Give your own ideas or thoughts

Achieving a Distinction

Analyse...	Identify several relevant factors, show how they are linked, and explain the importance of each.
Compare/Contrast	Identify the main factors in two or more situations, then explain the similarities and differences, and in some cases say which is best and why.
Demonstrate	Prove that you can carry out a complex activity taking into account information you have obtained or received to adapt your original ideas.
Describe	Give a comprehensive description which tells a story to the reader and shows that you can apply your knowledge and information correctly.
Evaluate	Bring together all your information and make a judgement on the importance or success of something.
Explain	Provide full details and reasons to support the arguments
Justify	Give full reasons or evidence to support your opinion.
Recommend	Weigh up all the evidence to come to a conclusion, with reasons, about what would be best.

Explanation of formats you may be asked to produce

Report	<ul style="list-style-type: none">• This is a detailed document, produced on Word.• This should include full sentences, a task header and topic headings.• It is unlikely this will include images, unless stated in the task.• Your name should be in the header and page numbers in the footer.
Presentation	<ul style="list-style-type: none">• This is a detailed document, produced on Powerpoint.• This may include full sentences, or may include bullet points on slides with full script notes in the notes section beneath.• This will include images, colour and may where necessary be animated.• Your name should be in the front cover.
Handbook	<ul style="list-style-type: none">• This is a detailed document, produced on Publisher or Word.• This should include full sentences, although where appropriate may include bulleted lists and overview explanations.• It is likely this will include images and may be coloured, where appropriate.• Your name should be in the header and page numbers in the footer.• A contents page and cover sheet should also be provided.
Leaflet	<ul style="list-style-type: none">• This is a detailed document, produced on Publisher or Word.• This should include full sentences, although where appropriate may include bulleted lists and overview explanations.• It is likely this will include images and will be coloured.• Your name should be on the front cover.
Email/Memo	<ul style="list-style-type: none">• This is a detailed document, produced on Word, to look like an email.• Your name, the recipient's name and the subject should form the header of the email.• This should include full sentences, although where appropriate may include bulleted lists and overview explanations.• It is unlikely this will include images, unless stated in the task.

Article	<ul style="list-style-type: none">• This is a detailed document, produced on Publisher or Word.• This should include full sentences, although where appropriate may include bulleted lists and overview explanations.• It is likely this will include images and will be coloured.• This should include a task header and individual topic headings.• It may be appropriate to have this document laid out in columns, with bold sections to draw the attention of the reader.• Your name should be in the header and page numbers in the footer.
Poster	<ul style="list-style-type: none">• This is an informal document, produced on Publisher or Word.• This may include full sentences, although where appropriate detail is given bullet points and overall explanations may be included.• It is likely this will include images and will be coloured.• Your name should be in the header.

Explanation of Internal Assessment Lesson Structure and Sequence

Theory

“What to Include”

To explain all necessary information and theory required for the topic area.

Lesson to include activities, tasks and research.

(This may be 1 or a number of continuous lessons, to ensure all necessary theory have been covered.)

All theory notes are to be recorded in your Class Book.



Skills & Mapping

“How to complete it”

To enable you to gain and build on your skills in completing assignment work, to ensure you are able to work at the highest level.

Lesson to include activities, tasks and research.

(This may be a full or part lesson, depending on the nature of the assignment and point in the course)

All skills activities and assignment maps are to be stored in your folder.

These will then be marked and feedback given as you how you improve your work to meet the criteria in your controlled assessment



Controlled Assessment

“Your Time to Complete”

To allow you time to complete your assignment, using your theory learned, skills gained and map created, working to the highest level to achieve your target grade and above.

Lesson to be in a controlled environment.

(This may be a full or part lesson, depending on the nature of the assignment)

All assignments are to be completed individually, include your name, printed and handed to your teacher with a signed a cover sheet and all sources of information referenced.

Once marked your feedback will be provided to you and the tracker updated.

Your completed assignments will then be stored in your ‘Final Folder’

The structure of lessons will then restart looking at the next topic of theory.

Online External Assessments

Unit in Year 2 of your course are externally assessed, online.

This means you will be required to sit them as you would an examination, independently, in silence, in an invigilated environment.

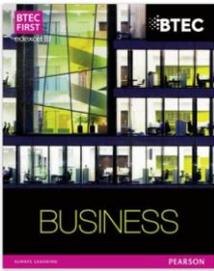
However the major difference between this and a 'normal' exam, is that this is completed online and can be taken at any point during the year. The date for the exam will be selected by your teacher dependant on the other commitments of the course and the whole school year; as well as taking into major consideration your ability to pass the assessment. This may mean that all some students are not entered to complete this assessment on the same date as other students. This is to ensure everyone achieved the best possible outcome.

Additionally the online assessment can be retaken, throughout the course, however it is not advised that students resit this assessment more than once, as each resit is time taken from student input into other unit work and also may therefore adversely impact your overall grade.

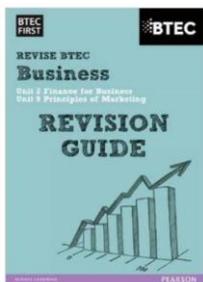
You should be aware that the external assessment outcome does have a huge impact on your overall grade and therefore should be given the same level of study, revision and positive attitude as any other external examination.

Useful Resources

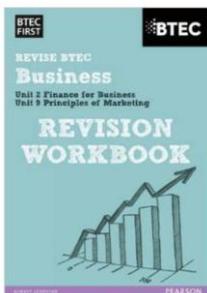
BTEC First Business Student Book, Pearson, Full Edition, 2013.



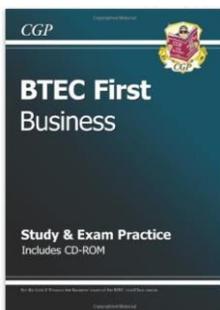
BTEC First in Business Revision Guide, Pearson, 2013



BTEC First in Business Revision Workbook, Pearson, 2013



BTEC First in Business - Study & Exam Practice with CD-ROM, CGP Books



There are also LOADS of really useful websites you can access resources, practice assessments and revision materials. Just search 'BTEC First Business'.

