

Pearson BTEC Level 1/Level 2 First Award in Business

Unit 1: Enterprise in the Business World (internal)

Level 1 Pass	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning aim A: Know how trends and the current business environment may impact on a business			
1A.1 Identify factors of the business environment that can impact on a start-up business.	2A.P1 Outline how the business environment can impact on a start-up business.	2A.M1 Explain how changes in the current business environment are likely to impact on a start-up business.	2A.D1 Assess the current risks, opportunities and trends in the business environment for a start-up business. *
1A.2 Identify current trends that may impact on a start-up business.	2A.P2 Explain how current trends will impact on a start-up business. *	2A.M2 Compare how two trends have impacted on a start-up business. *	
Learning aim B: Plan an idea for a new business			
1B.3 Identify the features of successful businesses.	2B.P3 Describe, using relevant examples, the features of successful businesses.	2B.M3 Compare the features, strengths and weaknesses of two successful businesses.	2B.D2 Justify how the initial plan for a business idea has potential for success in relation to existing local businesses. *
1B.4 Prepare an initial plan for a business idea for the local area. *#	2B.P4 Prepare a realistic initial plan for a business idea suitable for the local area. *#	2B.M4 Explain how the initial plan for a business idea has the potential to respond to market needs. *	
Learning aim C: Present a business model for a business start-up			
1C.5 Outline the choice of format selected for a business start-up.	2C.P5 Explain the reasons for the choice of format selected for a business start-up.	2C.M5 Present a realistic business model for a business, explaining how the format and business model will enable it to carry out its activities successfully. #	2C.D3 Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea. #
1C.6 Present, with guidance, a business model for a business start-up. #	2C.P6 Present a realistic business model for a business start-up. #		

*Opportunity to assess mathematical skills

#Opportunity to assess English skills

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Unit 2: Finance for Business (External)

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<p>Explore the types of costs that businesses incur, from the initial start-up costs involved in setting up a business to the ongoing daily costs of running the business.</p> <p>Explore the ways in which the sale of products and services generates revenue, so that the understanding of profit is developed.</p>	<p>Examine how businesses plan for success and learn about the techniques used to assist the planning process.</p> <p>Calculate the break-even point – the point at which sales equal costs (fixed and variable).</p> <p>Introduced to the benefits of break-even analysis to ensure that a business knows how and when to prevent losses.</p>	<p>Demonstrate how to use budgets and cash flow forecasts to deal with issues in business and suggest appropriate methods to achieve a successful business.</p>	<p>Evaluate the ways in which businesses measure success and identify areas for improvement. Calculate gross profit and net profit assess the relationship between sales, cost of sales and gross profit.</p> <p>Analyse key financial statements (e.g. profit and loss accounts, balance sheets) and review their importance in the successful financial management of a business.</p>

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Unit 3: Promoting a Brand (Internal)

Level 1 Pass	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning aim A: Explore the use of branding and the promotional mix in business			
1A.1 Describe the importance of branding for a business.	2A.P1 Explain how branding is used in two businesses.	2A.M1 Compare the use of brand promotion in two businesses.	2A.D1 Evaluate the effectiveness of the promotional mix for a selected branded product.
1A.2 Identify elements of the marketing mix for a selected branded product.	2A.P2 Assess the marketing mix for a selected branded product.	2A.M2 Explain the importance of selecting an appropriate promotional mix for a selected branded product.	
1A.3 Identify elements of the promotional mix used for a selected branded product.	2A.P3 Describe the purpose of elements of the promotional mix used for a selected branded product.		
Learning aim B: Develop and promote a brand for a business			
1B.4 Outline an idea and select a target market for a brand.	2B.P4 Use branding methods and techniques to recommend a brand personality and a target market for a brand.	2B.M3 Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand.	2B.D2 Evaluate the effectiveness of a promotional campaign for a brand and recommend improvements.
1B.5 Outline elements of a promotional campaign for a brand.	2B.P5 Plan a promotional campaign for a brand. #	2B.M4 Justify the choice of promotional mix for a brand.	

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Unit 8: Recruitment, Selection and Employment (Internal)

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Learning aim A: Know about job roles and functional areas in business			
1A.1 Describe the purpose of two functional areas in two contrasting businesses.	2A.P1 Explain the purpose of different functional areas in two contrasting businesses.	2A.M1 Compare two job roles and responsibilities from different functional areas in two contrasting businesses.	2A.D1 Analyse the impact of organisational structure on job roles and functional areas in a selected business, using appropriate examples.
1A.2 Identify the responsibilities of two different job roles in a selected business.	2A.P2 Describe the responsibilities of two different job roles in two contrasting businesses.		
Learning aim B: Produce documentation for specific job roles			
1B.3 Produce a job description for a specific job #	2B.P3 Produce an appropriate and detailed job description and person specification for a specific job. #	2B.M2 Produce an appropriate and detailed job description and person specification for a specific	2B.D2 Analyse gaps in knowledge and skills that might require further training or development to match the requirements of a given person specification and job description.
1B.4 Produce, with guidance, a curriculum vitae and letter of application for a suitable job role. #	2B.P4 Produce a curriculum vitae, letter of application and completed application form to apply for a suitable job role. #	2B.M3 Justify how current knowledge and skills meet those required in a given person specification and job description.	
Learning aim C: Demonstrate interview skills and plan career development			
1C.5 Provide some appropriate responses to interview questions for a specific job role. #	2C.P5 Provide appropriate responses to interview questions for a specific job role.#	2C.M4 Demonstrate prior research and preparation when providing appropriate responses to interview questions for a specific job role. #	2C.D3 Evaluate the suitability of a realistic career development plan using interview performance feedback and own reflection.
1C.6 Produce, with guidance, a personal career development plan.#	2C.P6 Produce a realistic personal career development plan.#	2C.M5 Produce a realistic personal career development plan showing independent research and planning. #	

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