

PEARSON BTEC LEVEL 3 DIPLOMA IN BUSINESS (QCF)

MODULE SYNOPSIS

1. The Business Environment

The aim of this unit is to give learners the fundamental knowledge of a range of business organisations, and the many factors that shape the nature of organisations operating in an increasingly complex business world.

• Learning outcomes

On successful completion of this unit a learner will:

1. Know the range of different businesses and their ownership
2. Understand how businesses are organised to achieve their purposes
3. Know the impact of the economic environment on businesses
4. Know how political, legal and social factors impact on business.

2. Business Resources

The aim of this unit is to develop learner knowledge of the range of human, physical, technological and financial resources required in an organisation, and how the management of these resources can impact on business performance.

• Learning outcomes

On successful completion of this unit a learner will:

1. Know how human resources are managed
2. Know the purpose of managing physical and technological resources
3. Know how to access sources of finance
4. Be able to interpret financial statements.

3. Introduction to Marketing

The aim and purpose of this unit is to give learners an understanding of how marketing, research and planning and the marketing mix are used by all organisations.

• Learning outcomes

On successful completion of this unit a learner will:

1. Know the role of marketing in organisations
2. Be able to use marketing research and marketing planning
3. Understand how and why customer groups are targeted
4. Be able to develop a coherent marketing mix

4. Business Communication

The aim of this unit is to show learners that the collection and management of business information, and the successful communication of that information throughout a business, is critical for the future prosperity of the organisation.

• Learning outcomes

On successful completion of this unit a learner will:

1. Understand different types of business information
2. Be able to present business information effectively
3. Understand the issues and constraints in relation to the use of business information in organisations
4. Know how to communicate business information using appropriate methods.

5. Creative Product Promotion

The aim of this unit is to give learners an opportunity to learn about the promotional mix, and the related topics of buyer behaviour and branding, before going on to design their own small-scale promotional campaign.

• Learning outcomes

On successful completion of this unit a learner will:

1. Know the constituents of the promotional mix
2. Understand the role of promotion within the marketing mix
3. Understand the role of advertising agencies and the media
4. Be able to create a simple promotional campaign.

6. Market Research in Business

The aim of this unit is to enable learners to develop an understanding of the fundamental concepts that underpin why businesses collect data about their market, how they collect and interpret it and how it can be used to support marketing decisions.

• Learning outcomes

On successful completion of this unit a learner will:

1. Understand the main types of market research used to make marketing decisions
2. Be able to plan research
3. Be able to carry out research
4. Be able to interpret research findings.

7. Relationship Marketing

This unit aims to give learners an understanding of what relationship marketing is and why it is used by organisations. The unit also links relationship marketing with customer service and quality management.

• Learning outcomes

On successful completion of this unit a learner will:

1. Understand the development and application of relationship marketing
2. Know the different methods of attracting and keeping customers
3. Be able to investigate quality issues
4. Understand the role of customer relationship management (CRM) systems.

8. Internet Marketing in Business

The aim of this unit is to enable learners to develop an understanding of the fundamental concepts that underpin the reasons business is conducted online with reference not only to the benefits and drawbacks to businesses and customers but also the effects on society at large.

• Learning outcomes

On successful completion of this unit a learner will:

1. Know what role internet marketing has within a modern marketing context
2. Understand the benefits of internet marketing to customers
3. Understand the opportunities offered to businesses by internet marketing
4. Understand the challenges faced by businesses using internet marketing.

9. Training in the Business Workplace

The aim of this unit is to develop learners' skills and knowledge of performance improvement in the workplace, through understanding the importance of staff training and development by identifying training needs, translating these needs into training programmes, and evaluating their success.

• Learning outcomes

On successful completion of this unit a learner will:

1. Understand why organisations need to train their workforce
2. Know the ways organisations identify their training needs
3. Be able to plan and deliver a training programme
4. Be able to assess the effectiveness of a training programme.

10. Managing a Business Event

The aim of this unit is to develop learners' skills in and knowledge of organising and coordinating a business event. Learners will do this through planning, providing support, and follow-up activities involved in running a business event.

• Learning outcomes

On successful completion of this unit a learner will:

1. Understand the role of an event organiser
2. Be able to plan a business event
3. Be able to run a business event
4. Be able to follow up after a business event.

11. Developing Teams in Business

The aim of this unit is for learners to understand the importance of effective team working to an organisation's success, and to develop skills and knowledge for working in team situations both as a team leader and a team member.

• Learning outcomes

On successful completion of this unit a learner will:

1. Know the importance of teams
2. Understand team development
3. Understand leadership attributes and skills
4. Be able to work effectively in a team.

12. Managing Physical Resources in a Business Environment

The aim of this unit is to introduce learners to the importance of physical resources to an organisation. They will develop their understanding of the role and remit of the resources manager and apply their knowledge of physical resource management. They will carry this out by conducting a risk assessment of physical resources in an organisation and by designing systems for monitoring the quality and effective use of these resources.

• Learning outcomes

On successful completion of this unit a learner will:

1. Understand the key features of physical resources
2. Understand the role of the resources manager
3. Understand the legal requirements for managing physical resources
4. Be able to monitor the quality and effectiveness of physical resources.