

Year 11

BUSINESS
STUDIES
BTEC

TWO pieces of course work are



Unit 3 Promoting a Brand-Deadline for completion January 3rd 2017

Unit 4 Principles of Customer Service-Deadline March 31st 2017

Useful websites and information:

<http://www.mrgoodacre.com/btec---level-2.html>

<http://www.beebusinessbee.co.uk/index.php/business-qualifications/btec-first-award-business-level-2/unit-3-promoting-a-brand>

Class notes

Teacher notes and PowerPoint's

Students are graded Pass, Merit or Distinction (A, B or C) to achieve this is the level of detail required at each grade.

Typically for a Pass grade you will find:

- Describe** Give a clear description that includes all the relevant features - think of it as 'painting a picture with words'
- Define** Clearly explain what a particular term means and give an example, if appropriate, to show what you mean
- Design** Create a plan, proposal or outline to illustrate a straightforward concept or idea
- Explain** Set out in detail the meaning of something, with reasons. More difficult than describe or list, so it can help to give an example to show what you mean. Start by introducing the topic then give the 'how' or 'why'
- Identify** Point out or choose the right one or give a list of the main features
- Illustrate** Include examples or a diagram to show what you mean
- Interpret** Define or explain the meaning of something
- List** Provide the information in a list, rather than in continuous writing
- Outline** Write a clear description but not a detailed one
- Plan** Work out and plan how you would carry out a task or activity
- State** Write a clear and full account
- Summarise** Write down or articulate briefly the main points or essential features

Typically for a Merit grade you will find:

- Analyse** Identify separate factors, say how they are related and how each one contributes to the topic
- Assess** Give careful consideration to all the factors or events that apply and identify which are the most important or relevant
- Compare/Contrast** Identify the main factors that apply in two or more situations and explain the similarities and differences or advantages and disadvantages
- Demonstrate** Provide several relevant examples or related evidence which clearly support the arguments you are making. This may include showing practical skills
- Design** Create a plan, proposal or outline to illustrate a relatively complex concept or idea
- Explain in detail** Provide details and give reasons and/or evidence to clearly support the argument you are making
- Justify How/ Why** Give reasons or evidence to support your opinion or view to show how you arrived at these conclusions

Typically for a Distinction grade you will find:

- Appraise** Consider the positive and negative points and give a reasoned judgement
- Assess** Make a judgement on the importance of something - similar to evaluate
- Comment critically** Give your view after you have considered all the evidence. In particular decide the importance of all the relevant positive and negative aspects
- Criticise** Review a topic or issue objectively and weigh up both positive and negative points before making a decision
- Draw conclusions** Use the evidence you have provided to reach a reasoned judgement
- Evaluate** Review the information then bring it together to form a conclusion. Give evidence for each of your views or statements
- Evaluate critically** Decide the degree to which a statement is true or the importance or value of something by reviewing the information. Include precise and detailed information and assess possible alternatives, bearing in mind their strengths and weaknesses if they were applied instead

Students must complete all the pass criteria to pass (C grade).

All the pass and merit for a merit (B grade).

All the pass merit and distinction to gain a distinction (A grade).