

# BTEC LEVEL 3 BUSINESS

## National Extended Certificate

The world is becoming a smaller place these days with Business increasingly conducted on a global scale. Studying BTEC Business develops transferable business skills that are in high demand by both **universities** and the business world. Studying Business could lead to a wide variety of career choices and the knowledge and skills gained will ensure that you will have the aptitude required to work in any industry when you leave education.

## The Course Involves:

### Year One:

#### Unit 1 - Exploring Business

- Explore the features of different businesses and analyse what makes them successful
- Investigate how businesses are organised and how they operate
- Examine business markets
- Investigate the role and contribution of innovation and enterprise to business success

#### Unit 3 - Personal and Business Finance

- Understand the importance of managing personal finance and explore the personal finance sector
- Understand the purpose of accounting, breakeven and cash flow forecasts
- Select and evaluate different sources of business finance
- Complete statements of comprehensive income and financial position and evaluate a business's performance

### Year Two:

#### Unit 2 - Developing a Marketing Campaign

- Principles and Purpose of Marketing
- Using Information to Plan and Develop a Marketing Campaign

#### Unit 8 - Recruitment and Selection

- You will examine why the human resources department is important
- Undertake a recruitment activity

## Assessment

- **Unit 3** - External Exam
- **Unit 2** - Controlled Assessment
- **Units 1 & 8** –Two units Internally Assessed by the Teachers

## Particular Subjects, Skills or Interests

As a minimum, you will normally require a C/4 grade in both English and Maths. You do not need to have studied Business before to take up the subject at A level.

## Post-18 Opportunities

Studying Business BTEC will give you the transferable skills desired by both universities and employers. Most students who study Business enter the following fields of employment: Accounting & Finance, Marketing & Advertising, Retail, Sales, Human Resources and general Business consultancy.

**Subject Leader:** Mrs A Farrer

## Subject Champions

2021/22



### Thiery Atkinson

**Studying:** Welsh Baccalaureate, Business Studies, Economics and Physical Education.

**Future aspirations:** to study accountancy & financial management at university.

### Jay Statham

**Studying:** Welsh Baccalaureate, Business Studies, Computer Science and Maths.

**Future aspirations:** to study accountancy at university.

*"Business Studies has an emphasis on coursework which has suited the way that we prefer to learn. We feel that the coursework has enabled us not only to prepare for a career in business but has taught us an invaluable skill of being able to manage our own time. We are thoroughly enjoying the way we are taught and would recommend studying business to anyone."*