

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 2020/21



Jasmine Cudlip

Studying: Business Studies, Physical Education, Biology, Geography & Welsh Baccalaureate.

Future aspirations: to become a teacher.

Olivia Hollingsworth

Studying: Business Studies, Physical Education, Psychology & Welsh Baccalaureate.

Future aspirations: to expand her business knowledge and apply to events management.

"Business Studies broadens our knowledge of the world of business. With the emphasis on coursework, this subject not only prepares us for a career in business but teaches us valuable skills such as time management. We enjoy the structure of the course and would recommend it to anyone who has an interest in this subject for a career."