



BTEC Business

Course Leader: Mrs B Hall

Why Study Business?

The Level 3 National Extended Certificate in Business provides an exciting insight into the dynamic world of business, developing many of the skills that are required to be successful in enterprise or industry. The units studied focus on the fundamental concepts that employers and universities ask for, including marketing, finance and human resources. More importantly, the course focuses on applied learning, bringing together knowledge and understanding with practical and technical skills and always approached using real and relevant business scenarios and examples.



Course Content and Assessment

- **Unit 1** - Exploring Business (25%) – An internally assessed unit investigating the fundamental principles of Business.
- **Unit 2** - Developing a Marketing Campaign (25%) – An externally set and assessed task that is completed under supervised conditions.
- **Unit 3** - Personal and Business Finance (33.3%) – An externally assessed written exam taken in Year 13.
- **Unit 27** – Work experience in Business (16.6%) – A final optional unit that is internally assessed and is selected from a range of topics.

The grade range for the Level 3 National Extended Certificate in Business is Distinction* (equal to A Level grade A*), Distinction (equal to grade A), Merit (equal to grade C), Pass (equal to grade E).

Study Methods

The course is designed to promote active learning and achievement and is highly practical and industry focused. You are required to work independently and carry out your own research and investigations. Due to the varied assessment methods including internal, externally set tasks and an externally set exam, study methods are varied and highly appropriate to the unit being studied. Unit 1 and 27 will involve more independent and practical enquiries, whereas Unit 2 and 3 will be more classroom based.

You will need to be organised and have effective time management skills, as well as being able to respond effectively and quickly to feedback.

Progression Routes

The course effectively equips students to follow a wide range of progression options. This could include a degree or diploma in Business, Management, Finance, Marketing or Human Relations. Equally, the course provides the basis for a wealth of employment or apprenticeship opportunities including Accountancy, Management, Retail, Marketing and Human Resources.

Entry Requirements

Prior knowledge of Business Studies is not required. However, students who have studied GCSE Business must have achieved at least grade 4 in the subject. Due to the high financial content of the course, students must have achieved a grade 5 in Mathematics at GCSE and at least 4 in GCSE English Language. However, a grade 5 is strongly recommended.