



Business

BTEC National Extended Certificate

BTEC Business Studies looks at the operation of a range of different organisations and students will undertake an in depth investigation into a small number of local firms. The course is taught using a series of case studies that illustrate how different theories apply to real world examples and encourages learners to examine situations using both quantitative and qualitative data.

Lessons are laid out on a course website which offers students access to a lesson by lesson plan of the work that they will do throughout the year. There are a range of different articles to read and documentaries to watch both in preparation for upcoming lessons and to follow up on the learning undertaken each week.

Learners are given regular tests and essay titles to respond to in order to help them develop the skills that they need to be successful in their final exams.

Course details:

Awarding body: *Pearson BTEC Level 3 National Extended Certificate in Business*

Content:

You will study two units in the first year and a further two in the second year:

Year 1 Units

Unit 1: Exploring Business

Unit 2: Developing a Marketing Campaign

Year 2 Units

Unit 3: Personal and Business Finance

Unit 4: Work Experience in Business

Students will consider how the operation of a business differs, depending on its size and on the sector of the economy in which it operates. Students will explore these topics through a series of group discussions, reading assignments, research tasks, presentations and field trips.



Assessment overview

The course is assessed continuously with students submitting coursework tasks throughout years 12 and 13 and sitting exams at the end of each year.

Units 1 and 4 are internally assessed with students producing three assignments in year 12 and three in year 13. Units 2 and 3 are externally assessed. For unit 2 students will complete a marketing campaign based on an unseen case study – they are given 6 hours to research their allocated market and three hours to write a report under exam conditions. Unit 3 is assessed with a two hour exam, divided into two sections with 50% of the marks coming from questions about business finance and the other 50% coming from questions about personal finance.

Career opportunities

A range of career paths are available to students following the completion of BTEC Business. A range of degree courses will accept BTEC Business for admission to a number of courses such as business management, accountancy, marketing, human resource management and enterprise.

Alternatively, there are a number of different apprenticeships that you could progress on to including accountancy and retail management.

Specific Entry Requirements:

5 GCSEs (Grades 9-4) including English language

