



Course Title: BTEC Level 3 National Extended Certificate in Business Awarding Body: PEARSON Further information available from: MR ROYSTON
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**Course requirements:** Grade 4 in GCSE Maths and English.

### **Why study A Level Business?**

Business will give you an exciting insight into the dynamic world of business. It is not just a theoretical subject; it is about real life. You will learn about businesses and the way they operate in today's society. You will investigate problems which real businesses are currently facing and use your initiative to develop possible solutions. The BTEC National uses a combination of assessment styles to give students the confidence that they can apply their knowledge to succeed in the workplace.

### **What skills will I gain from studying Business?**

Students will develop a broad understanding of the range of activities businesses undertake to compete and be successful in the local, national and global economy. You will, quite simply, gain a better understanding of how the world works and how decisions businesses make affect you. In addition, students will learn to analyse various business scenarios, identify the key issues facing different business and make recommendations as to what approach the business should take to achieve its objectives.

### **What's included?**

Students will study four topic areas across the two years, which is equivalent to one A Level. In Year 12, you will study 2 units. The first unit is Exploring Business. You will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate and how this shapes them and their activities. The second unit covers Personal and Business Finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. Business finance will introduce you to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses. In Year 13, you will study Developing a Marketing Campaign as well as Recruitment and Selection. You will learn that successful recruitment is key to maintaining the success of a business, as people are often considered to be the most valued resource. The Recruitment and Selection unit gives you the opportunity, through role play, to take part in selection interviews.

### **How will I be assessed?**

In Year 12 you will complete a series of coursework tasks for Unit 1. The Finance unit will be assessed under supervised conditions. In Year 13, there will be another coursework unit as well as a written external assessment. For the written assessment you will be given a case study two weeks before the assessment in order to carry out research. You will then be required to prepare a rationale and then a plan for a marketing campaign.

**What career paths does Business Studies lead on to?**

Careers with a business degree are diverse and have high earning potential. Career possibilities include banking, insurance, advertising, distribution, sales, accounting, law, education, central or local government and business consultancy.