



# BUSINESS

## LEVEL 3 - BTEC NATIONAL EXTENDED CERTIFICATE

### Examination Board: EDEXCEL

#### Course content:

The Extended Certificate course is equivalent in size to one A Level (360 Guided Learning Hours). Throughout the course, students will study a range of topics including: Business Structures, Developing a Marketing Campaign, Personal and Business Finance, International Business and Market Research. These topics build on what has been studied at KS4 – although a GCSE is not essential, it is a huge advantage. It is taught over four periods a week with additional directed and supervised study periods.

In Year 12, two mandatory units are covered. The first unit provides an introduction to the Business sector through applied learning. Exploring Business is a coursework-based unit. It looks at the features that make successful businesses and students are required to analyse a business of their choice. Delving into detail about how the business was established, its place in the current economic climate and potential future success.

The second unit, assessed by an external exam, involves analysing marketing strategies and principles, interpreting data and its impact on business success and finally discovering what makes successful marketing campaigns. This unit develops students' transferable skills that will support them in their later career.

In the second year of study, a further two units are completed. In unit 3, students look at the impact of finance on a personal level as well as for a business. This unit is largely maths based and lends itself naturally to those who are studying accounting or maths and is assessed by an end of unit exam.

The final unit explores how market research can enable a business to target its consumers in the most efficient way. Gathering this insight into consumer needs and wants will allow the business to match its offering to those needs and wants and so help the business compete. Unit 22 is assessed through completion of coursework tasks.

This course supports student progression into apprenticeships, employment or higher education when taken as part of a programme that includes other appropriate BTEC Nationals or A Levels.

#### Methods of assessment:

##### Y12

- U1 Exploring Business is assessed internally by assignments which are then externally verified.
- U2 Developing a Marketing Campaign is externally assessed by written examination including synoptic questions.

##### Y13

- U3 Personal and Business Finance is externally assessed by written examination.
- U22 Market Research is assessed internally by assignments which are then externally verified..

#### Grading

Final grade awarded will be:

- Pass (E),
- Merit (C),
- Distinction (A) or
- Distinction\* (A\*)

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## **Skills developed by the Certificate and Extended Certificate Courses:**

Students over the course of the programme will develop their skills in three main areas which are all equally valuable to future employment, apprenticeship and further education routes:

- cognitive and problem-solving skills: use critical thinking, applying creative solutions, use systems and technology
- intrapersonal skills: communicating and working collaboratively, self-presentation
- interpersonal skills: self-management, adaptability, resilience, self-development

## **What does Business work well with?**

Business Studies incorporates a variety of different subjects including but not limited to: maths, politics, computing, history and accounting.

## **Potential careers:**

A wide variety of careers within Business including: Business Management, Marketing, IT, Accountancy, Teaching, Human Resources, Local Government, Retailing or Law.

## **Progression:**

Previous students have gone onto further study in Higher Education, directly into employment with local businesses such as Estate agents or into Apprenticeships in fields such as Finance and Marketing. Alternatively, you might want to study a degree in business management, accountancy, tourism management or international business or you might progress to a career in banking, sales, product management or for charity. There are many possibilities!

## **Prior experience:**

A minimum of GCSE Level 4 in English and Mathematics is preferred.