

BTEC National Level 3 Extended Certificate in Business

Introduction

If you have a lively and enquiring mind, a willingness to explore new ideas and strengths lie in producing outstanding coursework rather than

external exams, then this could be the course for you. You will learn all about the exciting world of business and have the opportunity to apply your learning in a practical and realistic way. This course also equips you well for further study at University or employment in a wide range of industries. From developing essential skills such as planning and managing finances to skills needed for setting up and starting your own business, team working, communication and self-motivation, this BTEC is the first step for developing a professional business career – before or after university, or starting your own business.

Content

You will study four units over the two years: two units are assessed through coursework, two units will be assessed with an external exam. The vocational aspect of the course lends itself to practical application where each unit is contextualised into current business scenarios; allowing you as a student to develop your 'real' knowledge of business. You will cover all the main functions of a business including: Marketing, Finance, Operations and Human Resources. In addition, you will investigate how the changing external environment impacts on businesses. For example, a significant focus on how Brexit is going to affect UK businesses will be at the forefront of many investigations.

Units

- 1 Exploring Business (coursework)
- 2 Developing a Marketing Campaign (exam)
- 3 Personal and Business Finance (exam)
- 4 Recruitment and Selection Process (coursework)



Careers & Progression

BTEC Business is a course that when chosen with a good combination of subjects, could open many doors. Most employers and universities want to be assured that potential candidates are able to contextualise information and apply knowledge and theory. As Business is so diverse, there are many university courses and careers that you could choose: Law, Accountancy, Sociology, Media, Education, Marketing/Advertising.



Course Requirement

Grade 5 at GCSE Maths

Course Leader

Mrs C Burton

 **Friesland** 6TH FORM I
ACHIEVING SUCCESS

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