

## BTEC Business (Extended Certificate)

### What is BTEC Business?

The BTEC National in Business is a course designed to give students a strong practical grounding in business. The course is equivalent to **ONE** A Level and students receive UCAS points on a similar basis to other A Levels. The focus of the course is to apply business concepts to real business situations rather than focus on theoretical work.

### Why study BTEC Business?

The course encourages students to develop a practical problem solving approach to business, which enables them to work independently. All students receive a basic grounding in the key areas of business but the course allows students to develop their own ideas and take ownership of their work. Assessment of the qualification utilises a range of methods including: internally assessed projects, external controlled assessments and examinations.

### What makes a successful BTEC Business student?

Students of BTEC Business should have a keen interest in the business world and an enquiring mind. Students also need to be self-motivated and organised in order to keep on top of assessment deadlines.

### To study this course, what qualifications will I need and in which subjects?

There are no specific prerequisites for the course but students will need to produce quite lengthy projects which will require a good level of written English. A grade 4 in GCSE English is required.

### What is the structure of the course?

Year 12	Year 13
<p><b>Unit 1 – Exploring business</b> Internally marked assignments that look at the wide range of business structures and how they are affected by the external environment. Topics such as enterprise skills and innovation, legal issues, the economy and stakeholder groups are considered.</p>	<p><b>Unit 3 – Personal and business finance</b> Students study the range of methods to finance personal aims and successfully start-up a business enterprise. Topics include personal finance, consumer protection, ratio analysis (profitability, liquidity, etc.) and financial documents.</p>
Assessment – Coursework	Assessment – Examination
<p><b>Unit 2 – Developing a marketing campaign</b> Students will gain skills relating to marketing and how a marketing campaign is developed. Issues covered include market research, the extended marketing mix, budgeting and timescales for marketing activities.</p>	<p><b>Unit 8 – Recruitment and selection process</b> Students take part in the preparation of recruitment documentation which culminates in job interviews that students can evaluate. Practical issues such as recruitment documentation and the use of technology as well as ethical and legal issues are investigated.</p>
Assessment – Research assignment (externally marked)	Assessment – Coursework

### What opportunities are there for me to study beyond the classroom?

Wherever possible, students are encouraged to develop links with businesses in the local area. During the first year, in particular, we visit a number of businesses to complete the research phase of assignments. Recent visits have included Banham Zoo, Adnam's brewery, The English Whisky Company and the Theatre Royal.

### What kind of career does this subject/qualification prepare me for?

A career in business is often varied; students have moved on to a number of destinations including, accounting, retail management, engineering, higher level business courses at college and university and apprenticeships.