

Business BTEC National Level 3 Diploma (Double award – equivalent to two A levels)

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Key topics covered

Unit 1 – Exploring business (coursework)- Internally marked assignments that look at the wide range of business structures and how they are affected by the external environment.

Unit 2 – Developing a marketing campaign (controlled assessment) -Students will gain skills relating to marketing and how a marketing campaign is developed.

Unit 3 – Personal and business finance (exam) -Students study the range of methods to finance personal aims and successfully start-up a business enterprise.

Unit 4 -Managing an Event - A practical unit where students plan, coordinate, participate in and evaluate a business or social enterprise event.

Unit 5 - International Business -This unit focuses on strategies for growth and considers globalisation, trade, cultural factors and finance for multinational businesses.

Unit 6 - Principles of Management -Topics include functions and styles of management and leadership, culture, human resource issues and the impact of change.

Unit 8 – Recruitment and selection process (coursework) -Students take part in the preparation of recruitment documentation which culminates in job interviews.

Recommended Textbook and/or resources

Course textbook:

BTEC Nationals in Business (Book 1 – units 1-4)
ISBN: 978-1292126241

BTEC Nationals in Business (Book 2 – units 5-6)
ISBN: 978-1292126241

Useful website for resources:

Tutor2u - Offers free student resources including revision notes, videos and quizzes.

Useful websites for Business news and data:

BBC Business

Guardian

<http://www.statistics.gov.uk/>

Why Study the Subject/what students Like about it

- 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 as well as providing an opportunity to develop skills such as interview techniques, presentations and setting up an event.
- Business is an engaging, interesting and constantly evolving subject. Business is everywhere and can be applied to any topical issue or debate.
- The varied assessment formats available in BTEC Business give students an idea of how they are progressing throughout the course. I.e. students will know which grade they will be contributing towards after each unit (this is not the case at A-level where the exam is at the end).
- Excellent exam results – 100% Distinction*-Distinction grades in 2022.
- Vast career prospects and earning potential (see below for possible career routes)

Opportunities outside the classroom

- Talks from external providers on university courses, subject content or career prospects
- Links to employers and virtual work experience

Future progression/career routes

University degrees, apprenticeships and roles available in areas which include (but are not limited to) the following: Accountancy, Advertising, Banking, Investment and Financial services, Human Resources Management, Sales and marketing, Digital Media, Business adviser, Business analyst, Investment banker, Data analyst, Insurance underwriter, Human Resources Manager, Stockbroker, Supply chain manager and more.

