

# Business BTEC National Level 3 Extended certificate (single award – equivalent to one A level)

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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. Topics such as enterprise skills and innovation, legal issues, the economy and stakeholder groups.

### Unit 2 – Developing a marketing campaign (controlled assessment)

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.

### Unit 3 – Personal and business finance (exam)

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.

### Unit 8 – Recruitment and selection process (coursework)

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.

## Recommended Textbook and/or resources

### Course textbook:

BTEC Nationals in Business  
ISBN: 978-1292126241

### Useful website for resources:

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

Bized - website full of useful information and resources, including an internet catalogue, learning material, business data and company facts

### 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 and presentations.
- 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.

