

BTEC LEVEL 3 NATIONAL EXTENDED CERTIFICATE
BUSINESS STUDIES

Course Content
Mandatory Units: Unit 1 – Exploring Business Unit 2 – Developing a Marketing Campaign (Externally Assessed) Unit 3 – Personal and Business Finance (Externally Assessed) Unit 4 – Managing an Event
Management Pathway Units: Unit 8 - Recruitment and Selection Process Unit 14 – Investigating Customer Service Unit 19 - Developing Teams in Business Unit 20 - Managing Physical Resources in a Business Environment
Teaching and Learning
<p>Students will gain fundamental knowledge of a range of business organisations and the many factors that shape the nature of organisations operating in an increasingly complex business world. They will develop knowledge of the range of human, physical, technological and financial resources required in an organisation, and how the management of these resources can impact on business performance.</p> <p>They will analyse how marketing, research and planning and the marketing mix are used by all organisations and how the collection and management of business information and the successful communication of that information throughout a business is crucial for success.</p> <p>On completion of the core units, students will focus on gaining the skills required to successfully manage a business. This includes developing knowledge that can improve the workplace, through an understanding of the importance of staff training and development. Knowledge will be gained in how to successfully plan, implement and run a business event alongside practical skills of working in a team and developing the skills required to be a team leader.</p> <p>Students will visit local businesses and have the opportunity to listen to outside speakers. Teaching will be classroom based using case studies and videos.</p>
Assessment
Two units will be assessed through coursework tasks, while two units will be externally assessed. Students will complete each unit and be graded pass, merit or distinction based on the successful completion of tasks.
Progression
The course will give a strong grounding in any Business environment whilst developing additional skills for those looking to pursue a career in Business Management. Students may wish to continue their education or enter the workplace. This course is broadly equivalent to one GCE A Level.
Entry Requirements
4 GCSEs A* - C/4
Examination Board
Edexcel
Further Details
Mr J Jenkins