



Business Studies

QUALIFICATION: BTEC

Awarding Body:

Pearsons

Length of Course:

2 Years

The BTEC Level 3 National Extended Certificate in Business Studies will benefit students who enjoy the challenges of a course which specialises in coursework and examinations. It is designed to develop current knowledge of business, whether that is general knowledge or that gained during the completion of the Business Studies GCSE.

The course is designed to use this knowledge and develop skills of producing coursework in a professional manner focusing on the internal and external influences of a business and the main functional areas including; marketing, human resources, operations/ production and finance. This course will develop; team working, self and time management, independent learning, creative thinking, analysis and evaluation skills.

Unit 1 - Exploring Business

Unit 2 - Developing a Marketing Campaign

- Explore the features of different businesses and analyse what makes them successful
- Investigate how businesses are organized
- Examine the environment in which businesses operate
- Examine business markets
- Investigate the role and contribution of innovation and enterprise to business success

Unit 3 - Personal and Business Finance

- Identify key aspects relating to business and personal finance
- Apply knowledge of financial issues to real life business and personal scenarios
- Analyse business and personal information and data and interpret the potential impact and outcome of different ideas
- Evaluate and justify decisions relating to financial

- Marketing principles, concepts, processes, key terms, data sources and definitions
- Analyse marketing information and data, interpret the potential impact and influences on marketing
- Evaluate and make informed judgments for a marketing campaign
- Justify your marketing campaign decisions

Unit 8 - The Recruitment and Selection Process

- Examine how effective recruitment and selection contribute to business success
- Undertake a recruitment activity to demonstrate the process leading to a successful job offer
- Reflect on the recruitment and selection process and your individual performance

Relevance to Further Studies and Careers

BTEC Level 3 Business Studies allows entry to a wide range of university courses including; Business Management, Business Finance, Human Resources and Business Marketing and can also link to other subjects such as languages and law. It can form the basis for numerous careers including those in management, marketing, finance and accountancy, production and operation, law and government.

ENTRY REQUIREMENTS

GCSE entry requirements are a Grade 4 in GCSE English and a Grade 4 in GCSE Mathematics plus an additional 3 GCSEs at grade 4 or above

FURTHER INFORMATION

Students do not need to have previously studied GCSE Business Studies in order to access this course.

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