

<https://www.loom.com/share/38cdad6b4b5844e7bbd3a71540d954aa>

BTEC Level 3 Extended Certificate (1 A-Level) in Business



Why Business BTEC L3?

- Supports further progression in the world of business, to an Apprenticeship or entry level employment in any sector.
- Develop a good understanding of the recruitment process.
- Useful skills for working in and for a Business.
- Interesting course – relevant to today and the future
- Practical, hands on approach to learning
- Variety of learning styles – individual, group, paired, role plays, investigative, peer supported, time-bound tasks, clear criteria, video tutorials/info

Opportunities in the Business sector

- Financial Accountant
- Management Accountant
- Business Support
- Management
- Financial advice
- Project development
- Sales
- Retail
- Human Resources
- Civil service
- NHS management
- Economist
- Marketing
- Operations
- Business Owner
- Risk Assessor
- Banking
- Stock Broker

Course Content - Business

Over the two years will
will complete this –
one A-level equivalent

Structures of the qualifications at a glance

This table shows all the units and the qualifications to which they contribute. The full structure of this Pearson BTEC Level 3 National in Business is shown in *Section 2*. **You must refer to the full structure to select units and plan your programme.**

Key

 Unit assessed externally
 M Mandatory units
 O Optional units

Unit (number and title)	Unit size (GLH)	Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma (510 GLH)	Diploma (720 GLH)	Extended Diploma (1080 GLH)
1 Exploring Business	90	M	M	M	M	M
2 Developing a Marketing Campaign	90	M	M	M	M	M
3 Personal and Business Finance	120		M	M	M	M
4 Managing an Event	90			M	M	M
5 International Business	90				M	M
6 Principles of Management	120				M	M
7 Business Decision Making	120					M
8 Recruitment and Selection Process	60		O	O	O	O

Year 1
(Incase you
leave at the
end of Y12)

Year 2
Complete the
full qualification

Year 1 – Complete units 1 and 2. If you leave sixth form after one year you will still get the Certificate

Year 2 – Complete unit 3 and unit 8. This will then be 1 A-level equivalent.

Unit content

Unit	Type	Availability
Unit 2: Developing a Marketing Campaign	<ul style="list-style-type: none"> • A task set and marked by Pearson and completed under supervised conditions. • Learners will be given a context two weeks before a supervised assessment period in order to carry out research. • The supervised assessment period is undertaken in a single session of three hours. • Submission completed using a computer. • 70 marks. 	Dec/Jan and May/June First assessment May/June 2017
Unit 3: Personal and Business Finance	<ul style="list-style-type: none"> • Written examination set by Pearson. • 2 hours. • 100 marks. 	For assessment in January 2020 only
	<ul style="list-style-type: none"> • Written examination set by Pearson. • 2 hours. • 80 marks. 	For assessment from June 2020 onwards

Unit 1 + Unit 8

Internal coursework units – assignments set by Pearson and marked internally. Submitted summer Y12 and Y13

Unit 1 Exploring Business

- This topic involves developing a deep understanding of different business types operating in different sectors
- Topics covered will include:-
 - Exploring key features of business
 - Investigating how they are organised
 - Examining the environment that businesses operate in
 - Examine business markets
 - Investigate innovation and enterprise

Developing a Marketing Campaign

This unit is externally assessed in May of Year 12.

You will prepare a Marketing Campaign for a specific business in a specific sector of business. You will look at:

- Customer needs
- SWOT and PESTLE
- Aims and objectives
- The 7ps
- Budgeting
- Timeline

Personal and Business Finance

This is an externally assessed unit.

You will look at both personal and business finance. Personal finance involves understanding why managing money can help avoid future financial difficulties. The business finance will look at accounting terminology such as:

- Cash flow forecasts
- Break even
- Ratios
- Sources of finance
- Profitability
- Ratios