

BTEC

National Extended Certificate in Business

COURSE OUTLINE

This qualification is equivalent to one A-Level and has been developed in consultation with academics, employers and professional bodies to ensure that it supports progression to higher education or to enter employment directly in the business sector.

COURSE REQUIREMENTS

Students who wish to study BTEC Business are required to have a Grade 4 in both GCSE Maths and English and we highly recommend has studies Business at Level 2.

COURSE CONTENT & ASSESSMENT

Unit 1- Exploring Business

90 Guided Learning Hours (GLH) - Internally assessed via coursework.

In this unit you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate and how this shapes them and their activities.

Unit 2 - Developing a Marketing Campaign

90 GLH - Externally assessed via a 3 hour Controlled Assessment.

You will gain an understanding of how a marketing campaign is developed. You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service.

Unit 3 - Personal and Business Finance

120 GLH - Externally assessed via a 2-hour written exam (includes one resit opportunity).

Personal Finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. The Business Finance aspects of the unit introduce you to accounting terminology, the purpose and importance of business accounts, the different sources of finance available to businesses, planning tools such as cash flow forecasts and break-even and you will also be required to measure the financial performance of a business.

Unit 8 - Recruitment and Selection Processes

60 GLH - Internally assessed via coursework.

This is a practical unit which allows you will have the opportunity to investigate how the recruitment process is carried out in business (particularly large organisations of 250 or more staff) from job analysis through to selecting a suitable candidate. You will research and learn about the processes and procedures involved in recruitment and selection in different large businesses.

PROGRESSION

The qualification carries UCAS points and is recognized by higher education providers as contributing to meeting admission requirements for many courses. The qualification can also support progression to employment directly or via an Apprenticeship.