

## **BTEC Business Extended Certificate (Level 3)** Equivalent to one A Level

**Examination Board:** Pearson

**Entry Requirements:** GCSE English and Maths grade 4.

### **Why study BTEC Business?**

The main purpose of this qualification is to allow the learners to develop the core specialist knowledge, understanding and skills, including the business environment and marketing, required by the sector. It also provides a well-established route into a variety of specialist Higher Education courses and is fully recognised by Universities.

### **Course Content:**

Compulsory Units:

Unit 1: Exploring Business

In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

Unit 2: Developing a Marketing Campaign

In this unit learners will gain skills relating to and an understanding of how a marketing campaign is developed.

### **Assessment:**

YEAR 12 (360 guided learning hours)

**Unit 1:** Exploring Business (90 guided learning hours)

In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

**Unit 2:** Developing a Marketing Campaign (90 guided learning hours)

In this unit learners will gain skills relating to and an understanding of how a marketing campaign is developed.

YEAR 13(360 guided learning hours)

**Unit 3:** Personal and Business Finance (120 guided learning hours)

Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.

**Unit 8:** Recruitment and Selection Process (60 guided learning hours)

Learners explore how the recruitment process is carried out in a business. The unit gives them the opportunity to participate in selection interviews and review their performance.

### **Further Course Information:**

Please watch the video located at:

<http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

### **Future Uses:**

\* Employment in the business sector

\* Further/Higher Education courses

