

# BTEC BUSINESS STUDIES

## WHY STUDY THIS COURSE?

We are delighted to offer a BTEC Business qualification this year. BTECs embody a fundamentally learner-centred approach to the curriculum, with a flexible, unit-based structure and knowledge applied in project-based assessments.

### COURSE DETAILS

**Qualification:** BTEC Extended Certificate in Business (equivalent to 1 A level)

**Awarding Body:** Pearsons

**Entry Requirements:** 5 GCSE grades A\*- C/4+ including both English language and maths. Plus GCSE grade C in Business studies if taken

These assessments focus on the holistic development of the practical, interpersonal and thinking skills required to be able to succeed in employment and higher education.

## COURSE STRUCTURE & ASSESSMENT

The National Extended Certificate in Business Equivalent in size to one A level. 4 units of which 3 are mandatory and 2 are external.

- Mandatory content (83%)
- External assessment (58%)

The styles of external assessment used for qualifications in the BTEC Business are:  
Examinations – all learners take the same assessment at the same time, normally with a written outcome.

Set tasks – learners take the assessment during a defined window and demonstrate understanding through completion of a vocational task.

**Exploring Business** - 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. A business is any activity that provides goods or services, whether that is to make a profit or not. By developing relevant business knowledge and understanding, this unit will help you to progress to employment, vocational training and higher apprenticeships, or higher education.

**Developing a Marketing Campaign** - Learners will complete activities which consolidate knowledge, understanding and skills to enable them to interpret information and data to formulate a rationale and a plan for a marketing campaign. They will need to draw on business concepts and the wider business environment to formulate responses to the activities in the externally-set task. Learners complete the task using knowledge and understanding from their studies of the sector and apply both transferable and specialist knowledge and skills.

**Personal and Business Finance** - 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. This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. It is vital you understand the financial decisions you will need to take throughout your life and how risk can affect you and your choices. This unit will also give you an insight into where you can get financial advice and support.

**Recruitment and Selection Process** - This is a practical unit which allows students 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. Students are encouraged to research and learn about the processes and procedures involved in recruitment and selection in different large businesses.